

WESTERN PUBLISHING & NOVELTY CO.,
LOS ANGELES, CALIF.

NO. 5A-H876 35

ORDER NO. 53369

5-1-1935

DATE

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

GREETINGS FROM
CATALINA ISLAND

Private no. upper right corner - C-80

LOWER LEFT- (C) C.T.&CO.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 11

R. M

YES No

IMPRINT

SAME AS ABOVE

COLOR DESCRIPTION

SEE LAYOUT & INSTRUCTIONS ATTACHED.

Large Layout

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co. — ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

Layout 12
P. 8
Fish 1

Handwritten
A16

Photo
SEC 550

CUSTOMER
PHOTO PROPERTY OF C. T. & CO.

DIAL NO. 5A-H877

ORDER NO. 53373

DATE

5-1-1935

DEPT.
RETOUCHING
ENGRAVING
PHOTO LITHO
COMPOSING
LITHO ART

DATE COMPLETED

Photos for
this Customer

CUSTOMER MUR'S OYSTER HOUSE,
DETROIT, MICH.

6 M PC SIZE 3 1/2 x 5 1/2

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full TOP: JOE MUR'S DETROIT

BOT: THE BEST SEAFOOD

RETOUCHING DEPARTMENT

(Submit) — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

SEE INSTRUCTIONS ATTACHED.

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

STYLE ART COLORTONE, WHITE BORDER

(All of this on address side)

FRONT NO. 5

R. M. (Yes) No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from — Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted
See Salesman, Customer, or Sample for Position, Office

DELIVER Straighten Photo

Negative — Line — Halftone — Combination. 120

Dry — Wet — Pancromatic — Color Separation. 133

Transfer — Paper Process — New Process. 150

Stripping — White Border — Full Face. 175

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.

ENGRAVING DEPARTMENT

HALFTONES FROM — COPIES

DUPLICATES — ZINC COLOR PLATES

LINE & HALFTONE COMB — COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
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ZINC ETCHINGS FROM — COPIES

DUPLICATES — COLOR PLATES

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
--------------------	--------------------	------------------	-----------------	---------------------	------------------	---------

SIZE — WIDE — HIGH — SAME SIZE

BLOCKING DEPT WOOD - MORTISE - ANCHOR

SOLID METAL FLUSH TOP FLUSH BOTTOM

FLUSH SIDES FLUSH ALL AROUND

UNMOUNTED WITH FRAMERS

CUT TO PICAS (see size)

PROOFS

FLAT — GOLD — IN COLORS — SPECIAL STOCK

FINISHING DEPT OUTLINE — HVAL CIR —
SQUARE — LIKE COPY VIGNETTE — HIGHLIGHT
WITH LINE WITHOUT LINE SPECIAL BORDER

ELECTROTYPES EACH OF
ON WOOD METAL

PHOTO RETURNED

TO

PHOTO USED FOR

RETURN PHOTO YES NO

Print 2

2001 1/2
19 1/2

ROBBINS-TILLQUIST CO.,
SPOKANE, WASH.

NO. 5A-H878

ORDER NO. 53393

DATE 5-1-1935

12 M500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

(ALL OF THIS ON THE ADDRESS SIDE)
FRONT NO. 1 R. M. YES

TITLE (IN FULL) SNOQUALMIE FALLS,

IMPRINT SAME AS ABOVE

WASHINGTON, A FALLS OF
268 FEET

PRIVATE NO. BEFORE TITLE- 1502

COLOR DESCRIPTION

USE BEST PHOTO. BLDG. AT LEFT BROWN, GREEN ROOF.

2 neg. ret
1/15/35

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & Co. CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

+

DEADLINE

4091 1333

210 1/2
18 3/4

2 1/2

NO. 5A-H879

ORDER NO. 53386

DATE 5-1-1935

AMERICAN ART POST CARD CO.,
BOSTON, MASS.

2 M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

R. M.

NO YES

TITLE (IN FULL)

MT. WASHINGTON CLUB,

IMPRINT

SAME AS ABOVE

SUMMIT OF MT. WASHINGTON, ALTITUDE

6,293 FT., WHITE MTS., NEW HAMPSHIRE

COLOR DESCRIPTION

TAKE OUT AUTO, TRAIN CAR OLIVE GREEN, ROCKS GREY.
BLDG. & ROOF WEATHERED SHINGLES.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.—

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

2

AMERICAN ART POST CARD CO.,
BOSTON, MASS.

NO. 5A-H880

ORDER NO. 53386

DATE 5-1-1935

12 M500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER, BORDER.

TITLE (IN FULL)

TOP- "ON TOP OF THE
WORLD" SUMMIT OF MT. WASHINGTON,
ALTITUDE 6,293 FT.

BOT- TIP TOP HOUSE AND MT. WASHINGTON
CLUB, MT. WASHINGTON, WHITE
MTS., N. H.

COLOR DESCRIPTION

USE PHOTO NO. 82071

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1

R. M.

☒ YES same
as H1330

IMPRINT SAME AS ABOVE

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & CO.— ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

AMERICAN ART POST CARD CO.,
BOSTON, MASS.

NO. 5A-H881

ORDER NO. 53386

DATE 5-1-1935

12^M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER BORDER.

FRONT NO.

R. M

NO

TITLE (IN FULL)

IMPRINT

SAME AS ABOVE

THE RAINBOW FLEET, THE
WX WEIRS, LAKE WINNIPESAUKEE,
NEW HAMPSHIRE

COLOR DESCRIPTION

BOATS WITH COLORED SAILS AS FOLLOWS- ORANGE, WHITE, YELLOW,
RED, GREEN.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.—

CUSTOMER

X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

AMERICAN ART POST CARD CO.,
BOSTON, MASS.

NO. 5A-H882

ORDER NO. 53386

DATE 5-11-1935

12^M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

R. M

NO

TITLE (IN FULL) TOP- CRUISING THE LAKE

IMPRINT SAME AS ABOVE

BOT- STR. MT. WASHINGTON LEAVING
THE WEIRS, LAKE WINNIPESAUKEE,
NEW HAMPSHIRE

COLOR DESCRIPTION

BOAT WHITE

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.

CUSTOMER

X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

CUSTOMER
PHOTO PROPERTY OF C. T. & CO.
RETURN PHOTO
YES
NO

DIAL NO. 5A-H883 ORDER NO. 53377 DATE 5-1-1935

CUSTOMER HOTEL FREDONIA,
ATLANTIC CITY, N. J.

25 M PG SIZE 3 1/2 x 5 1/2

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full HOTEL FREDONIA, ATLANTIC CITY, N. J.

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo Wash Drawing
Follow Layout

ELIMINATE TWO SIDES, SO THAT ONLY THE FRONT OF
THE BUILDING SHOWS. ALSO ON THE SECOND SLEEPING
FLOOR, NEXT TO THE FIRE ESCAPE THERE ARE SOME SHAPES
WHICH WERE NOT TAKEN ON ACCOUNT OF THE REFLECTION
TAKE OUT SCHLITZ SIGN AND "NO PARKING" IN STREET

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

DEPT.
RETOUCHING
ENGRAVING
PHOTO LITHO
COMPOSING
LITHO ART

Photos for
this Customer

STYLE ART COLORTONE, WHITE BORDER

FRONT NO. 5 R. M. Yes No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 8x10 10x12
Prints each from Negatives MATTE or GLOSSY
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted
See Salesman, Customer, or Sample for Position, Office
DELIVER Straighten Photo
Negative — Line — Halftone — Combination 120
Dry — Wet — Pancromatic — Color Separation 133
Transfer — Paper Process — New Process 150
Stripping — White Border Full Face. 175
Blue Print Handcolor Black & White Proof. Titles — Red, Blue.

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES
DUPLICATES ZINC HIGH PRINTS COPIES
LINE & HALFTONE COMB OR PROCESS
Extra Negatives
Extra Stripping
Strip To Size
Double Print
Reverse Position
Reverse Color
Ben Day
ZINC ETCHINGS FROM COPIES
COLOR PLATES
Extra Negatives
Extra Stripping
Strip To Size
Double Print
Reverse Position
Reverse Color
Ben Day
BLOCKING DEPT WORK MORTISE - ANCHOR
SH METAL H T P FLUSH BOTTOM
THIS NEED NOT BE A LAR NO
CUT TO PICAS See size
ETCHING DEPT
FINISHING DEPT OUTLINE VAL TIRILE
SQUARE - LIKE COPY VIGNETTE HIGH LIGHT
WITH LINE - WITHOUT LINE SPECIAL BORDER
PROOFS
EITHER TYPES EACH
IN WOOD METAL

PHOTO RETURNED
TO
PHOTO USED FOR

350
250

ARTXM
ROBBINS-TILLQUIST CO.,
SPOKANE, WASH.

NO. 5A-H884

ORDER NO. 57370

DATE 11-22-1935

12 500 M AMERICAN ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)
ART MUSEUM AND VOLUNTEER
PARK

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO.

R. M. NO

IMPRINT

SAME AS ABOVE

PRIVATE NO. BEFORE TITLE-2064

BIT LEFT. SMALL TYPE - PHOTO BY ASAHEL CURTIS

COLOR DESCRIPTION

Photo in \$CP 1993

SUBMIT: RET. PHOTO

B. L. & W. PROOF ☒

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE 500 1/2

DEADLINE

760 1 1/2
19

A. B. WYCKOFF,
STROUDSBURG, PA.

NO. 5A-H885
ORDER NO. 53425
DATE 5-6-1935

12M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)
PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL)
MAIN STREET,
STROUDSBURG, PA.

(ALL OF THIS ON THE ADDRESS SIDE)
FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

PRIVATE NO. AFTER TITLE- 93

COLOR DESCRIPTION

ON LEFT 1ST BROWN, LIGHT GRAY TRIM, GREEN & WHITE AWNINGS. 2 DARK RED, LIGHT ~~XXXXX~~ TRIM. 3 BUFF, GREEN & BUFF AWNINGS. 4 LIGHT BROWN, WHITE TRIM, BROWN AWNINGS. 5 GRAY 6 BUFF. 7-8 BROWN. BLDG WITH FLAG IS WYCKOFF STORE, LIGHT BROWN BRICK, WHITE TRIM, BROWN AWNINGS WITH WHITE BORDER. REMOVE WIRES & POLES.

SUBMIT: RET. PHOTO B. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & CO. — X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE 110

WEINER NEWS CO.,
SAN ANTONIO, TEXAS

NO. 5A-H886 ✓
ORDER NO. 53408

DATE 5-6-1935

12^M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M YES

TITLE (IN FULL) THE ALAMO, BUILT 1718,
SAN ANTONIO, TEXAS

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE- 26

COLOR DESCRIPTION

BLDG. DIRTY GREY. DO NOT RETOUCH THIS VERY OLD BLDG. IN SUCH A WAY
THAT IT WILL LOOK TO MODERN. TRY TO RETAIN THE APPEARANCE OF THIS
ANCIENT BLDG. PUT IN "TEXAS STATE" FLAG AS CARD ATTACHED. TAKE
OUT SMALL TREE AT ENTRANCE, ALSO SIGN AT EXTREME LEFT.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. - X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE 112

3 1/2

X

NO. 5A-H887

WEINER NEWS CO.,
SAN ANTONIO, TEXAS

ORDER NO. 53408

DATE 5-6-1935

25

12 M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. YES

TITLE (IN FULL) NEW ALAMO PARK, ADJOINING
THE ALAMO, SAN ANTONIO, TEXAS

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE - 27

COLOR DESCRIPTION

TAKE OUT TWO ELECTRIC SIGNS IN UPPER LEFT CORNER. DO NOT
SHOW BLDGS. IN DISTANCE TOO PROMINENTLY. TOWER BLDG. LT. BUFF &
GRAY. WALL & FOUNTAIN LIGHT BUFF. TOUCH UP PALMS.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & CO. — ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE: T UP

6

WEINER NEWS CO.,
SAN ANTONIO, TEXAS

NO. 5A-H888
ORDER NO. 53408
DATE 5-6-1935

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE: <u>UPPER</u> LOWER, CENTER - BORDER.		FRONT NO. 1	R. M. YES
TITLE (IN FULL) MEDICAL ARTS BUILDING		IMPRINT	SAME AS ABOVE
FROM ALAMO PLAZA PARK, SAN ANTONIO, TEXAS			
PRIVATE NO. BEFORE TITLE- 28			

COLOR DESCRIPTION
BLDG. LT. GREY WITH GREEN ROOF. ADD TO PALM AT TOP ON LEFT SIDE
FOR BETTER PROPORTION (SEE EXTRA NEG. ATTACHED.)

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & CO. — ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TEICH OPT. CO.

2012
1935

7

NO. 5A-M889 ✓

ORDER No 53408

DATE 5-6-1935

WEINER NEWS CO.,
SAN ANTONIO, TEXAS

25M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. I R. M. YES

TITLE (IN FULL) SAN FERNANDO CATHEDRAL

IMPRINTS SAME AS ABOVE

AND FROST BUILDING, MAIN PLAZA PARK,
SAN ANTONIO, TEXAS

PRIVATE NO. BEFORE TITLE - 29

COLOR DESCRIPTION

COLORS AS CARD ATTACHED. TOUCH OUT BILL POSTERS ON LEFT SIDE. TAKE OUT PART OF ROOF, LOWER RIGHT CORNER.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & CO. — X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TTP 100 100

DEADLINE

2

200 P4
A 12 1/2

62

WEINER NEWS CO.,
SAN ANTONIO, TEXAS

NO. 5A-H890

ORDER NO. 53408

DATE 5-6-1935

25M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) HOUSTON STREET FROM
ALAMO PLAZA, SAN ANTONIO, TEXAS

PRIVATE NO. BEFORE TITLE- 30

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. YES

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

WOOLWORTH BLDG. LT. & DK. GREY, LETTERING GOLD, RED BACKGROUND,
BUS YELLOW.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

DEADLINE

2

WEINER NEWS CO.,
SAN ANTONIO, TEXAS

NO. 5A-H891

ORDER NO. 53408

DATE 5-6-1935

25M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) OLMOS DAM BY NIGHT,
SAN ANTONIO, TEXAS.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. YES

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE- 31

COLOR DESCRIPTION

MAKE ATTRACTIVE NIGHT SCENE, SEE CARD ATTACHED. USE PORTION OF
PHOTO AS MARKED. TAKE OUT TREE IN UPPER LEFT CORNER. NOTE THE
LIGHT EFFECT IS PRODUCED BY HIDDEN LIGHTS IN THE BRIDGE STONEWORK.
NOT BY ROUND LIGHT GLOBES AS IT MAY APPEAR AT FIRST GLANCE.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & CO. — ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

DEADLINE

2614
A87

3

NO. 5A-H892 ✓

ORDER NO. 53408

DATE 5-6-1935

WEINER NEWS CO.,
SAN ANTONIO, TEXAS

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. YES

TITLE (IN FULL) NATIONAL SHRINE OF THE

IMPRINT SAME AS ABOVE

LITTLE FLOWER, SAN ANTONIO, TEXAS

PRIVATE NO. BEFORE TITLE- 32

COLOR DESCRIPTION

BLDG, LT. GRAY STONE, RED ROOF, YELLOW DOMES. TAKE OUT FIRE HOSE
STAND AND FILL IN TREES. CUT OFF AS MARKED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & Co. — X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE-RT 17

DEADLINE

3

CUSTOMER

PHOTO PROPERTY OF C. T. & CO.

RETURN PHOTO YES NO

DIAL NO. 5A-H893

ORDER NO. 53407

DATE 5-2-1935

CUSTOMER CHARTER OAK STOVE & RANGE CO.,
ST. LOUIS, MO.DEPT.
RETOUCHING
ENGRAVING
PHOTO LITHO
COMPOSING
LITHO ART

DATE COMPLETED

Photos for
this Customer

PHOTO RETURNED

TO

PHOTO USED FOR

12 1/2" GROUP (3) PC SIZE 3 1/2" x 5 1/2"

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full CHARTER OAK RANGES
(ETC. AS PER COPY)

RETOUCHING DEPARTMENT

Submit Sketch Layout Retouched Photo Wash Drawing
Follow Layout

SEE LAYOUT ATTACHED.

COLOR DESCRIPTION

DEADLINE

3 photos incl
7/25/35

STYLE ART COLORTONE, XXXXXXXXXXXXXXXX

(All of this on address side)

FRONT NO. 5 R. M. Yes No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer T. Imprint No ImprintPHOTO LITHO
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 10x12
Prints each from Negatives MATTE or GLOSSY
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted
See Salesman, Customer, or Sample for Position, Office
DELIVER Straighten Photo
Negative — Line — Halftone — Combination. 120
Dry — Wet — Panchromatic — Color Separation 133
Transfer — Paper Process New Process. 150
Stripping — White Border Full Face. 175
Blue Print Handcolor Black & White Proof. Titles—Red, Blue.

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES										ZINC ETCHINGS FROM COPIES										
DUPLICATES					ZINC COLOR PLATES					DUPLICATES					COLOR PLATES					
LINE & HALFTONE COMB										COLOR PROCESS										
Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day	Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day	Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
SIZE _____ WIDE _____ HIGH _____ SAME SIZE _____										SIZE _____ WIDE _____ HIGH _____ SAME SIZE _____										
SCREEN 55 60 85 100 110 120 133 150										BLOCKING DEPT WOOD - MORTISE - ANCHOR SOLID METAL FLUSH TOP FLUSH BOTTOM FLUSH SIDES FLUSH ALL AROUND UNMOUNTED WITH BRARLERS CUT TO PICAS see size										
ETCHING DEPT PAINT IN BACKGROUND SOLID										PROOFS FLAT GOOD INCOLORS SPECIAL STOCK										
FINISHING DEPT OUTLINE OVAL CIRCLE SQUARE - LIKE COPY - VIGNETTE HIGHLIGHT WITH LINE WITHOUT LINE SPECIAL BORDER										ELECTROTYPES EACH OF ON WOOD METAL										

76

Permit
see layout

Layout

10
2
A-3
C-12

CUSTOMER
—
PHOTO PROPERTY OF C. T. & CO.
—
RETURN PHOTO
YES
NO

DIAL NO. 5A-H894 ORDER NO. 53431 DATE 5-3-1935

CUSTOMER TORY'S INC.,
WEST LONG BRANCH, N. J.

25 M IC GROUP (3) SIZE 3 1/2 x 5 1/2

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full

TYPE

RETOUCHING DEPARTMENT

Submit Sketch Layout Retouched Photo Wash Drawing
Follow Layout

COLOR DESCRIPTION

DEPT.
RETOUCHING
ENGRAVING
PHOTO LITHO
COMPOSING
LITHO ART

DATE COMPLETED

Photos for
this Customer

STYLE ART COLORTONE, WHITE BORDER

FRONT NO. 5 R. M. Yes No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint

PHOTO LITHO
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12
Prints each from Negatives MATTE or GLOSSY
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted
See Salesman, Customer, or Sample for Position, Office
DELIVER Straighten Photo
Negative — Line — Halftone — Combination. 120
Dry — Wet — Pancromatic — Color Separation 133
Transfer — Paper Process — New Process. 150
Stripping — White Border — Full Face. 175
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES
DUPLICATES ZINC COLOR PLATES
LINE & HALFTONE COMB. COLOR PROCESS
Extra Negatives
Extra Stripping
Strip To Size
Double Print
Reverse Position
Reverse Color
Ben Day

ZINC ETCHINGS FROM COPIES
DUPLICATES COLOR PLATES
Extra Negatives
Extra Stripping
Strip To Size
Double Print
Reverse Position
Reverse Color
Ben Day

SIZE WIDE HIGH SAME SIZE
SCREEN 55 - 60 - 85 100 110 120 133 150

ETCHING DEPT. PAINT IN BACKGROUND SOLID
FINISHING DEPT. OUTLINE OVAL CIRCLE
SQUARE - LIKE COPY - VIGNETTE HIGHLIGHT
WITH LINE - WITHOUT LINE - SPECIAL BORDER

SIZE WIDE HIGH SAME SIZE
BLOCKING DEPT. WOOD - MORTISE - ANCHOR
SO ID METAL - FLUSH TOP - FLUSH BOTTOM
FLUSH SIDES - FLUSH ALL AROUND
UNMOUNTED WITH BEARERS
CUT TO PICAS (see size)
PROOFS
TEXT - GOOD - IN COLORS - SPECIAL STOCK
ELECTROTYPES EACH OF
ON WOOD METAL

PHOTO RETURNED
TO
PHOTO USED FOR

3250
SL

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL No. 5A-H895 ORDER NO. 53451 DATE 5-6-1935

CUSTOMER O'HENRY PARK, INC.;
WILLOW SPRINGS, ILL.

DEPT.
RETOUCHING
ENGRAVING
PHOTO LITHO
COMPOSING
LITHO ART

DATE COMPLETED

Photos for
this Customer

25 MPC GROUP (2) SIZE $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE ART COLOR ONE, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full

FRONT NO. 5 R. M. Yes No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

PHOTO LITHO
Rphoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 10x12
Prints each from Negatives MATTE or GLOSSY
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted
See Salesman, Customer, or Sample for Position, Office
DELIVER Straighten Photo
Negative — Line — Halftone — Combination.
Dry — Wet — Pancromatic — Color Separation
Transfer — Paper Process — New Process.
Stripping — White Border — Full Face.
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES
DUPLICATES ZINC COLOR PLATES
LINE & HALFTONE COMB COLOR PROCESS
Extra Negatives Extra Stripping Strip To Size Double Print Reverse Position Reverse Color Ben Day
ZINC ETCHINGS FROM COPIES
DUPLICATES COLOR PLATES
Extra Negatives Extra Stripping Strip To Size Double Print Reverse Position Reverse Color Ben Day
BLOCKING DEPT WOOD - MORTISE - ANCHOR
SILVER METAL - FISH TOP - FISH BOTTOM
FLUSH SIDES - FLUSH ALL AROUND
UNMOUNTED WITH BEARERS
CUT TO PICAS (see size)
PROOFS
FINISHING DEPT OUTLINE - OVAL - CIRCLE
SQUARE - LIKE COPY - VIGNETTE - HIGHLIGHT
WITH LINE - WITHOUT LINE - SPECIAL BORDER

PHOTO RETURNED

TO

PHOTO USED FOR

9
1 1/2
A-10 3/4
c-1 1/2

submit to Bill

3
7
13

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. 5A-H896

ORDER NO. 53453

DATE

5-6-1935

DEPT.
RETOUCHING
ENGRAVING
PHOTO LITHO
COMPOSING
LITHO ART

DATE COMPLETED

Photos for
this Customer

CUSTOMER
REUEF, INC.
CHICAGO, ILL.

25 M PC SIZE 3 1/2 x 5 1/2

STYLE ART COLORTONE, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full TOP — CHICAGO'S BRIGHTEST SPOT

BOT. PICCADILLY PUB — NORTHWEST CORNER 63rd

— COTTAGE GROVE, CHICAGO, ILL.

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

PHOTO LITHO
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted
See Salesman, Customer, or Sample for Position, Office

DELIVER Straighten Photo

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print Handcolor Black & White Proof. Titles — Red, Blue.

Screen
120
133
150
175

COLOR DESCRIPTION

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES

DUPLICATES ZINC COLOR PLATES

LINE & HALFTONE COMB COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
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ZINC ETCHINGS FROM COPIES

DUPLICATES COLOR PLATES

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
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SIZE — WIDE — HIGH, SAME SIZE —

BLOCKING DEPT WOOD - MORTISE - ANCHOR
SOLID METAL FLUSH TOP FLUSH BOTTOM
FLUSH SIDES FLUSH ALL AROUND
UNMOUNTED WITH BEARERS
CUT TO PICAS (see size)

PROOFS

BEAT GOOD IN COLORS SPECIAL STOCK
ELECTROTYPES EACH OF
ON WOOD METAL

ETCHING DEPT PAINT IN BACK (ROUND SCL)

FINISHING DEPT OUTLINE OVAL CIRCLE
SQUARE - LIKE COPY VIGNETTE - HIGHLIGHT
WITH LINE - WITHOUT LINE - SPECIAL BORDER

PHOTO RETURNED

TO

PHOTO USED FOR

15
213

5
2LC 2 1/4
A 13
C 1/2

RETURN PHOTO YES NO

6

X

2001 1/2
A 9 1/2

THOMAS R. WEST,
MIAMI, FLA.

NO. 52-H897
ORDER NO. 53461
DATE 5-16-1935

12M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE: <u>UPPER</u> , LOWER, CENTER - BORDER.		FRONT NO. 1	R. M. NO
TITLE (IN FULL) TOP- ROYAL PALM WAY, PALM BEACH, FLA.		IMPRINT	SAME AS ABOVE
BOT- BRIDGE TO WEST PALM BEACH IN DISTANCE			
BOT, SMALL TYPE & PHOTO BY RAY, DAME			
PRIVATE NO. BEFORE UPPER TITLE- P-124			

COLOR DESCRIPTION
HOUSE TO RIGHT WHITE STUDDO, BROWN ITALIAN STYLE RED ROOF. 2 SAME
COLOR. PINK OLEANDER BUSHES BETWEEN 1 & 2 HOUSE. LAVENDAR COLOR
FLOWERS ALONG SIDES OF CENTER PARK AND ~~XX~~ FOREGROUND. LAMP POSTS
BLACK. COPPER LANTERNS.

SUBMIT: RET. PHOTO	B. L. & W. PROOF	HANDCOL PROOF	YES	RETURN PHOTO.
PHOTO PROPERTY OF C. T. & Co.—	CUSTOMER X			
CURT TEICH & COMPANY, INC., CHICAGO				
PHOTO TICKET				

THOMAS R. WEST

20 1/2
A9 3/4

THOMAS R. WEST,
MIAMI, FLA.

NO. 5A-H898

ORDER NO. 53461

DATE 5-16-1935

12 M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) STROLLING ALONG THE
BOARDWALK, HOLLYWOOD BEACH, FLA.

BOT, SMALL TYPE - PHOTO BY G.W.
ROMER

PRIVATE NO. BEFORE TITLE - H-11

COLOR DESCRIPTION

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co. -

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

THOMAS R. WEST,
MIAMI, FLA.

NO. 5A-H899

ORDER NO. 53461

DATE 5-16-1935

12. 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) TOP- PALM LINED

ENTRANCE TO HOLLYWOOD BEACH
HOTEL

BOT- HOLLYWOOD, FLORIDA

PRIVATE NO. BEFORE UPPER TITLE-
H-10

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

BLDG. IS LT. BROWN STUCCO. ROYAL PALMS GREY TRUNK WITH UPPER
PORTION SMOOTH GLOSSY GREEN. SEE 4A-H1834 FOR GOOD GREEN.
PLOT OF GROUND HAS BORDER OF BRIGHT SMALL FLOWERS (PHLOX) ALL
COLORS & OTHER FLOWERS IN CIRCULAR BEDS. TAKE OUT LANTERN WHICH
IS OFF CENTRE AND SPOILS BALANCE.

YES

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

200-1 1/2
18 3/4

THOMAS R. WEST,
MIAMI, FLA.

NO. 5A-H500 ✓

ORDER NO. 53461

5-17-1935

DATE

12 M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) NIGHT SCENE ON NEW

RIVER, FORT LAUDERDALE, FLA.

PRIVATE NO. BEFORE TITLE - FL-110

BOT, SMALL TYPE - PHOTO BY WALTZ

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

MOONLIGHT WITH REFLECTION IN WATER. BRING OUT VARIED COLOR ELECTRIC
LIGHTS STRUNG ALONG WATER'S EDGE BOTH SIDES OF RIVER. SHOW RUNNING
LIGHTS ON BOAT IN MIDDLE OF RIVER. BLDG. RIGHT BACKGROUND YELLOW.
WHITE TRIM. SEE 1A2190.

SUBMIT: RET. PHOTO
PHOTO PROPERTY OF C. T. & Co.—

B. L. & W. PROOF
CUSTOMER X

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

1935 OCT 11
1935 OCT 11

2cc 1/2
A 9 1/2

THOMAS R. WEST,
MIAMI, FLA.

NO. 5A-H901

ORDER NO. 53461

DATE 5-16-1935

12M500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) TOP- PLEASURE CRAFT
IN NEW RIVER, FORT LAUDERDALE,
FLA.

BOT- BUSINESS SECTION IN BACKGROUND
PRIVATE NO. BEFORE TOP TITLE-

BOT. SMALL TYPE- EL-111
PHOTO BY WALTZ

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

TAKE OUT WIRES. SHOW NICE CLO DY SKY & GOOD REFLECTING WATER.
TALL BLDG. IS CREAM BRICK, LOWER BLDGS. WHITE & GRAY. RESIDENCES
AMONG PALMS ON OPPOSITE SHORE ARE CREAM STUCCO, RED TILE ROOFS.
CEMENT SEAWALL & WALK. HIBISCUS (RED) BUSHES IN LEFT FOREGROUND.
BENCHES GREEN. FOR PALMS SEE 4A-H1834.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.-

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO

PHOTO TICKET

THIS SET UP

200 1 1/2
A9 3/4

THOMAS R. WEST,
MIAMI, FLA.

NO. 5A-H902

ORDER NO. 53462

DATE 5-16-1935

25M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL) TOP- A FLORIDA SEMINOLE
PREPARING DINNER

IMPRINT SAME AS ABOVE

BOT- FT. LAUDERDALE, FLORIDA

PRIVATE NO. BEFORE UPPER TITLE-

FL-113

SMALL TYPE- PHOTO BY WALTZ

COLOR DESCRIPTION

REFER TO CARDS ATTACHED. BRIGHT CLOTHING & BEADS AROUND NECK.
BRING OUT DOG & CHICKEN. THATCH ROOF IS DEAD PALM LEAVES, NOT
MUCH COLOR.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co. -

CUSTOMER

X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

THUR SEP 17

2 1/2

4

2001 1/2
A9

2

THOMAS R. WEST,
MIAMI, FLA.

NO. 5A-H903 *BS*

ORDER NO. 53462

DATE 5-16-1935

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL) FLAMINGO PARK, MIAMI

IMPRINT SAME AS ABOVE

BEACH, FLA.

PRIVATE NO. BEFORE TITLE- M-103

COLOR DESCRIPTION

TAKE OUT FRONT RAIL & SIGN. FERNS AROUND DATE PALMS IN CENTER.
RED & PINK HIBISCUS HEDGES ON EACH SIDE. MAKE NICE CLOUDY SKY
EFFECT.

SUBMIT: RET. PHOTO B. L. & W. PROOF YES RETURN PHOTO.
PHOTO PROPERTY OF C. T. & Co. — CUSTOMER X HANDCOL PROOF

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

1935 MAY 17

*Mistake by factory - give orders
to change negative
at once*

12

202 1/2
A9

THOMAS R. WEST,
MIAMI, FLA.

NO. 5A-H904

ORDER NO. 53462

DATE 5-15-1935

25M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL) VENETIAN POOL, CORAL

IMPRINT SAME AS ABOVE

GABLES, FLORIDA
BOT. SMALL TYPE- PHOTO BY MANLEY
BROWER

PRIVATE NO. BEFORE TITLE- M-115

COLOR DESCRIPTION

SEE 4A-H642 FOR COLORS OF BLDG. - ANTIQUE FINISH. THE ROOF IS
VARIGATED, NOT ALL RED. PUTPLR BOUGAINVILLEA VINE ON TRELLIS &
ALSO ON RIGHT TOWER. WOOD OF TRELLIS IS BROWN STAINED (ANTIQU)
BRIGHTLY PAINTED POLES IN WATER (IN CONTRASTING COLORS). NICE
CLOUDY SKY EFFECT. WATER NOT TOO BLUE. MORE OF A GREEN IN THIS
POOL.

YES

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

X

CURT TEICH & COMPANY, INC., CHICAGO

PHOTO TICKET

TYPE SET UP

6

THOMAS R. WEST,
MIAMI, FLA.

NO. 5A-H905

ORDER NO. 53462

DATE 5-15-1935

25M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER. CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL) WINTER RACING AT

IMPRINT SAME AS ABOVE

TROPICAL PARK, CORAL GABLES,
FLORIDA

BOT, SMALL TYPE - PHOTO BY G.W. ROMER

PRIVATE NO. BEFORE TITLE - M-106

COLOR DESCRIPTION

CLUB HOUSE HAS VARIGATED TILE ROOF. LT. BROWN STUCCO BLDG. ROOF OF
GRANDSTAND BROWN & GREEN STRIPE. TRIMMED HEDGES ARE PINE (DARK
GREEN). SOME HIBISCUS & OLEANDERS ON LEFT, ALLOWING FOR A LITTLE
COLOR, SHOW NICE CLOUDY SKY EFFECT.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.
PHOTO PROPERTY OF C. T. & CO. - CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

20 1/2
18 3/4

20 1/2
A-9

THOMAS R. WEST,
MIAMI, FLA.

NO. 5A-H906

ORDER NO. 53462

DATE 5-16-1935

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) THOROUGHBREDS RUNNING
AT HIALEAH PARK

BOT. SMALL TYPE- PHOTO BY G.W. ROMER

PRIVATE NO. BEFORE TITLE- M-107

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

LOWER RIGHT- BED OF BRIGHT COLORED FLOWERS, PHLOX, SNAPDRAGONS,
SCARLET SAGE, ETC. JUDGES' STANE ON RIGHT COVERED WITH PURPLE
BOUGAINVILLEA VINE. FOR COLOR OF STAND SEE 3A-H541. FOR GOOD SHADE
GRASS SEE 3A-H853.

MAKE NICE CLOUDE SKY EFFECT.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co. - NO CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

4

26 1/2
A.9

THOMAS R. WEST,
MIAMI, FLA.

NO. 5A-H907

ORDER NO. 53462

5-16-1935

DATE

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) MIAMI BILTMORE HOTEL,

CORAL GABLES, FLA.

BOT, SMALL TYPE- PHOTO BY MANLEY BROWER

PRIVATE NO. BEFORE TITLE- M-108

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

BLDG. IS A LT. BROWN STUCCO WITH VARIGATED TILE ROOF (ANTIQUE)
RED & BROWN. ORNAMENTAL COLUMNS ON BLDG. AROUND ENTRANCE & BALCON
IS THE NATURAL FLA. CORAL ROCK (LT. BUFF) ASPHALT STREET. TREES
HAVE MED. GREEN LEAVES LIKE OAKS. MAKE NICE CLOUD EFFECT. TAKE
OUT SOME OF FOREGROUND & STREET. DO NOT CUT SIDES FOR PROPORTION.
IF NECESSARY, CUT TOP & BOTTOM.

SUBMIT: RET. PHOTO B. L. & W. PROOF ☒ HANDCOL PROOF YES RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co. CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

3

710 1/2
A10 1/2

THOMAS R. WEST,
MIAMI, FLA.

NO. 5A-H908

ORDER NO. 53462

DATE 5-16-1935

25M

ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. NO

TITLE (IN FULL)

CAFE DE LA PAIX, AT

IMPRINT

SAME AS ABOVE

THE RONEY PLAZA, MIAMI BEACH, FLA.

BOT, SMALL TYPE- BPHOTO, BERRY-HILTON
CO., INC.

PRIVATE NO. BEFORE TITLE- M-109

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

YES

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

X

CURT TEICH & COMPANY, INC., CHICAGO

PHOTO TICKET

TYPE SET UP

5. 10506 revised 9x7

280 1/2
1934

THOMAS R. WEST,
MIAMI, FLA.

NO. 5A-H910

ORDER NO. 53462

DATE 5-16-1935

25M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

(ALL OF THIS ON THE ADDRESS SIDE)
FRONT NO. 1 R. M. NO

TITLE (IN FULL) HAVE A SWIM WITH US
AT MIAMI BEACH, FLORIDA

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE - M-111
BOT, SMALL TYPE - PHOTO BY FRANK BELL

COLOR DESCRIPTION

BRING OUT REFLECTIONS & NICE CLOUDY SKY EFFECT. FOR OCEAN SEE
3A-H381.

Photo in 5A-H910

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.
PHOTO PROPERTY OF C. T. & Co. CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE-RET 110

Spaid job
11- 3 1/2
5- 2 1/2

5- 2 1/2
11- 3 1/2

28c. 1 1/2
3
484

THOMAS R. WEST,
MIAMI, FLA.

NO. 5A-H911

ORDER NO. 53462

DATE 5-16-1935

25M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) TOP- FINE BATHING THE

YEAR 'ROUND AN FLORIDA
BOT- A DAILY SCENE AT FORT
LAUDERDALE BEACH

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE UPPER TITLE- FL-102

COLOR DESCRIPTION

BRING OUT SWINGS & COLORS IN UMBRELLAS & BATHING SUITS. FOR
OCEAN COLORS SEE 3A-H831. THATCH SHELTER DEAD PALM LEAVES , GREY
LIKE HAY. MAKE NICE CLOUDY SKY EFFECT.

SUBMIT: RET. PHOTO
PHOTO PROPERTY OF C. T. & CO.—

B. L. & W. PROOF
CUSTOMER X

HANDCOL PROOF YES
RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

2
X

4912
4912

NO. 5A-H912

ORDER NO. 53462

DATE 5-16-1935

THOMAS R. WEST,
MIAMI, FLA.

25M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER, LOWER CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL) TOP- ONE OF THE BEAUTIFUL
HOMES ON HIMMARSHEE CANAL, FORT
LAUDERDALE, FLA.

IMPRINT SAME AS ABOVE

BOT- PALMS AND SHADOWS IN FLORIDA
PRIVATE NO. BEFORE BOTTOM TITLE- FL-112

COLOR DESCRIPTION

BUFF STUCCO HOME, VARIG. SPANISH TILE ROOF. CRIMSON BOUGAINVILLEES ON
BARKER BUNNYX MOREX NEXXKEXNXXEXNEXXNEXX TRELLIS OVER DRIVEWAY.
OLEANDER BUSHES ON BACKGROUND SHORELINE ARE WHITE BLOSSOMS. HIBISCUS
(RED) TO EXTREME RIGHT FOREGROUND & ALSO ON GROUNDS TO LEFT. TAKE
DISCOLORATION OUT OF SEAWALL ON LEFT, PLAIN CEMENT. CORAL ROCK SEA
WALL ON OPPOSITE SHORE. SHOW BEAUTIFUL REFLECTIONS OF PALMS IN WATER

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.
PHOTO PROPERTY OF C. T. & Co. CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TEICH 5-16-35

8

2001 1/4
A834

THOMAS R. WEST,
MIAMI, FLA.

NO. 5A-H913

ORDER NO. 53462

DATE 5-16-1935

25M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL)

BLIMP OVER MIAMI BEACH,
FLA.

IMPRINT

SAME AS ABOVE

BOT, SMALL TYPE - PHOTO BY G.W. ROMER

PRIVATE NOBEFORE TITLE - M-102

COLOR DESCRIPTION

MAKE NICE CLOUDY SKY EFFEDT. SEE MR. TEICH FOR GOOD WATER COLOR.
BRING OUT UMBRELLAS & COLOR IN BEACH CHAIRS. LEAVE IN LETTERING
ON BLIMP. BLIMP SILVER WITH BLACK LETTERS.

SUBMIT: RET. PHOTO
PHOTO PROPERTY OF C. T. & Co. —

B. L. & W. PROOF
CUSTOMER X

HANDCOL PROOF

YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

8
4

282K4
A10

3
X

THOMAS R. WEST,
MIAMI, FLA.

NO. 5A-H914

ORDER NO. 53462

DATE 5-16-1935

25M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL) ROYAL PALM YACHT
BASIN AND MIAMI RIVER, MIAMI, FLA.
BOT, SMALL TYPE- PHOTO BY HAMILTON
M. WRIGHT, JR.
PRIVATE NO. BEFORE TITLE- M-113

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

1 BLDG. BROWN STUDDO, RED TILE ROOF. 2 WHITE BLDG., RED TILE
ROOF TOPS. 3 CREAM, RED TILE ROOF TOP. TAKE OUT FRAME BLDG. IN
FRONT OF NO. 3, REPLACE WITH TREES. SEE 3A-H673 FOR GOOD SKY
& WATER.

SUBMIT: RET. PHOTO
PHOTO PROPERTY OF C. T. & CO.—

B. L. & W. PROOF
CUSTOMER

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

1774 251 27

8

20 1/2
A 9 1/2

THOMAS R. WEST,
MIAMI, FLA.

NO. 5A-H915

ORDER NO. 53462

DATE 5-16-1935

25M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL) TOP- MIAMI BILTMORE

IMPRINT SAME AS ABOVE

HOTEL, CORAL GABLES, FLA.
BOT- CONGREGATIONAL CHURCH TO LEFT
PRIVATE NO. BEFORE UPPER TITLE-
M-110

COLOR DESCRIPTION

CHURCH TO LEFT IS LIGHT CREAM, WITH VARIG. LIGHT & DARK BROWN RED
TILE ROOF. LOW BUSHES TO EIGHTH SIDE ARE HIBISCUS. PUT ON VARIOUS
COLORS. ONE RED. ONE PINK. HIGHER TREES HAVE GREEN GLOSSY LEAVES.
TREES IN CENTER BACKGROUND GREEN FOLIAGE AS OAK TREES. ASPHALT ROAD
MAKE PRETTY LAWN, NICE GREEN AS ON 3A-H853.

SEE 5A-H907 FOR COLORS OF MIAMI BILTMORE HOTEL.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.
PHOTO PROPERTY OF C. T. & CO. CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

3 - Special J. B. 6
6 - 4
2

3 - 4
6 - 2

CUSTOMER
—
C. T. & CO.
—
PHOTO PROPERTY OF

RETURN PHOTO
YES
NO

DIAL NO. 5A-H916 ORDER NO. 53474 DATE 5-6-1935

CUSTOMER C.T.ART COLORTONE - THE ALLIS PRESS,
KANSAS CITY, MO.

6 M PC

SIZE

3 1/2 x 5 1/2

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full ST. MARGARET'S HOSPITAL,
KANSAS CITY, KANSAS

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

SEE TISSUE ATTACHED.

SUBMIT RETOUCED PHOTO TO CUSTOMER FOR OKEH

COLOR DESCRIPTION

USE SHADE OF RED FOR BLDG. AS INDICATED ON SAMPLE
OF 4A-H437 ATTACHED. ALSO USE THE SAME SHADE OF
GREEN AS INDICATED.

DEPT.
RETOUCHING
ENGRAVING
PHOTO LITHO
COMPOSING
LITHO ART

DATE COMPLETED

Photos for
this Customer

STYLE ART COLORTONE, WHITE BORDER

FRONT NO. 5

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT Customer

C. T. Imprint

No Imprint

IMPRINT: SAME AS ABOVE

PHOTO LITHO

Rcphoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER

Straighten Photo

Negative — Line — Halftone — Combination.

120

Dry — Wet — Pancromatic — Color Separation

133

Transfer — Paper Process — New Process.

150

Stripping — White Border — Full Face.

175

Blue Print Handcolor — Black & White Proof. Titles — Red, Blue.

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES

DUPLICATES ZINC COLOR PLATES

LINE & HALFTONE COMB COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
--------------------	--------------------	------------------	-----------------	---------------------	------------------	---------

SIZE — WIDE — HIGH — SAME SIZE —

SCREEN 55 - 60 - 85 - 100 - 110 - 120 - 133 - 150

ETCHING DEPT PAINT IN BACK ROUND SIDE

FINISHING DEPT OUTLINE OVAL CIRCLE

SQUARE - LIKE COPY - VIGNETTE HIGHLIGHT

WITH LINE - WITHOUT LINE - SPECIAL BORDER

ZINC ETCHINGS FROM COPIES

DUPLICATES COLOR PLATES

LINE & HALFTONE COMB COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
--------------------	--------------------	------------------	-----------------	---------------------	------------------	---------

SIZE — WIDE — HIGH — SAME SIZE —

BLOCKING DEPT WOOD MORTISE - ANCHOR

SHED METAL FLUSH TOP FLUSH BOTTOM

FLUSH SIDES FLUSH ALL AROUND

UNMOUNTED WITH BEARERS

CUT TO PICAS (see size)

PROOFS

REAL - WOOD - IN COLORS - SPECIAL STOCK

ELECTROTYPES EACH 10

ON WOOD METAL

PHOTO RETURNED

TO

PHOTO USED FOR

RETURN PHOTO YES NO PHOTO PROPERTY OF C. T. & CO. - CUSTOMER

DIAL NO. 5A-H917 ORDER NO. 53473 DATE 5-6-1935

CUSTOMER HOTEL STANLEY,
LAKEWOOD, N. J.

DEPT.
RETOUCHING
ENGRAVING
PHOTO LITHO
COMPOSING
LITHO ART

DATE COMPLETED

Photos for
this Customer

100 M PC SIZE 3 1/2 x 1 1/2

STYLE ART COLORT NE, WHITE BORDER

PLACE OF TITLE Upper, Lower, Center - Border - Follow Layout

FRONT NO. 5

R. M. Yes No

Title in Plate Yes No Copyright in Plate Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Title in full TOP: PHILIP COHEN - HOTEL STANLEY, LAKEWOOD,
NEW JERSEY - HARRY H. COHEN

IMPRINT: Customer C. T. Imprint No Imprint

BOT: IN THE HEART OF THE PINES - ON THE MAIN HIGHWAY
TO ATLANTIC CITY - PHONE LAKEWOOD 800-801-802

RETOUCHING DEPARTMENT

Submit - Sketch - Layout - Retouched Photo - Wash Drawing
Follow Layout

PHOTO LITHO
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD: CLOTH, with hinge - or without hinge - Not mounted
See Salesman, Customer, or Sample for Position, Office

DELIVER Straighten Photo

Negative - Line - Halftone - Combination. 120

Dry - Wet - Paneromatic - Color Separation 133

Transfer - Paper Process - New Process. 150

Stripping - White Border - Full face. 175

Blue Print Handcolor - Black & White Proof. Titles - Red, Blue.

COLOR DESCRIPTION

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES

DUPLICATES ZINC COLOR PLATES

LINE & HALFTONE COMB COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
--------------------	--------------------	------------------	-----------------	---------------------	------------------	---------

ZINC ETCHINGS FROM COPIES

DUPLICATES COLOR PLATES

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
--------------------	--------------------	------------------	-----------------	---------------------	------------------	---------

SIZE WIDE HIGH SAME SIZE

BLOCKING DEPT WOOD - MORTISE - ANCHOR
SOLID METAL FLUSH TOP FLUSH BOTTOM
FLUSH SIDES FLUSH ALL AROUND
UNMOUNTED WITH BEARERS
CUT TO PICAS (see size)

PROOFS

FLAT - GOOD - IN COLORS - SPECIAL STOCK
ELECTROTYPES EACH OF
ON WOOD METAL

SIZE WIDE HIGH SAME SIZE
SCREEN - 55 - 60 - 85 - 100 - 110 - 120 - 133 - 150

ETCHING DEPT PAINT IN BACKGR - UNDSOLID

FINISHING DEPT OUTLINE OVAL CIRCLE
SQUARE - LIKE COPY - VIGNETTE HIGHLIGHT
WITH LINE WITHOUT LINE - SPECIAL BORDER

See 57114 to 1 am 5/10/35
(see 57114 to 1 am 5/10/35)

PHOTO RETURNED

TO

PHOTO USED FOR

201 1/2
A 11 3/4

NO. 5A-H918

STANLEY A. PILTZ COMPANY,
SAN FRANCISCO, CALIF.

ORDER NO. 53476

DATE 5-7-1935

12M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: ^{LEFT}UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

FOURTEENTH AND BROADWAY,
OAKLAND, CALIFORNIA

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 6 R. M. YES

IMPRINT SAME AS ABOVE

PRIVATE NO. AT EXTREME RIGHT IN
UPPER BORDER- 250

2 Blueprints

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

7/1/35
YES

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.—

CUSTOMER

X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

DEADLINE

210134
A132

STANLEY A. PILTZ COMPANY,
SAN FRANCISCO, CALIF.

NO. 5A-H919

ORDER NO. 53476

DATE 5-7-1935

12M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: ^{LEFT}UPPER, LOWER, CENTER - BORDER.

FRONT NO. 6 R. M. YES

TITLE (IN FULL) CITY HALL AND MEMORIAL
PLAZA, OAKLAND, CALIFORNIA

IMPRINT SAME AS ABOVE

PRIVATE NO. AT EXTREME RIGHT IN
UPPER BORDER- 251

2 Blueprints

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

38H423

7/1/35

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

YES

PHOTO PROPERTY OF C. T. & Co.—

CUSTOMER

X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

DEADLINE

201 1/4
A13

11 1/2

STANLEY A. PILTZ COMPANY,
SAN FRANCISCO, CALIF.

NO. 5A-H920
ORDER NO. 53476
DATE 5-7-1935

12^M 500 ART COLORTON: POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.
TITLE (IN FULL) *LEFT*
FOURTEENTH STREET
AT BROADWAY, OAKLAND, CALIFORNIA
PRIVATE NO. AT EXTREME RIGHT IN
UPPER BORDER 252

(ALL OF THIS ON THE ADDRESS SIDE)
FRONT NO. 6 R. M. YES
IMPRINT SAME AS ABOVE

2 Blueprints

SMALL TYPE AT BOTTOM- OAKLAND CHAMBER OF COMMERCE PHOTO
COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO. *7/1/35*
PHOTO PROPERTY OF C. T. & Co.— CUSTOMER *X* YES

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

1 TYPE SET UP

DEADLINE

2

STANLEY A. PILTZ COMPANY,
SAN FRANCISCO, CALIF.

NO. 5A-H921

ORDER NO. 53476

DATE 5-7-1935

12^M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 6 R. M. YES

TITLE (IN FULL)

IMPRINT

OAKLAND MUNICIPAL
AIRPORT, OAKLAND, CALIFORNIA
BOT, SMALLTYPE - CLYDE SUNDERLAND
PHOTO
PRIVATE NO. AT EXTREME RIGHT IN
UPPER BORDER - 253

SAME AS ABOVE

2 Blueprints

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO
PHOTO PROPERTY OF C. T. & CO.—

B. L. & W. PROOF
CUSTOMER

HANDCOL PROOF

RET. PHOTO.

7/1/35
YES

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

DEADLINE

20 1/2
A9

9

STANLEY A. PILTZ COMPANY,
SAN FRANCISCO, CALIF.

NO. 5A-H922

ORDER NO. 53476

DATE 5-7-1935

12^M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: ^{LEFT}UPPER, LOWER, CENTER - BORDER.

FRONT No. 6 R. M. YES

TITLE (IN FULL)

IMPRINT

POSEY TUBE, CONNECTING
OAKLAND AND ALAMEDA, CALIFORNIA
BOT, SMALL TYPE- OAKLAND CHAMBER OF
COMMERCE PHOTO

SAME AS ABOVE

PRIVATE NO. AT EXTREME RIGHT IN
UPPER BORDER- 254

2 Blueprints

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

7/1/35
YES

DEADLINE

3

STANLEY A. PILTZ COMPANY,
SAN FRANCISCO, CALIF.

NO. 5A-H923

ORDER NO. 53476

DATE 5-7-1935

12^M 500 ART COLORTONE POST CARDS, WHITE BORDER
(ALL OF THIS ON THE PICTURE SIDE) (ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 6 R. M. YES

TITLE (IN FULL)

WILD GAME REFUGE, LAKESIDE SAME AS ABOVE

PARK, OAKLAND, CALIFORNIA

PRIVATE NO. AT EXTREME RIGHT IN
UPPER BORDER- 255

2 Blueprints

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

YES

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE CUT

DEADLINE

2C 1 1/2
412

7

STANLEY A. PILTZ COMPANY,
SAN FRANCISCO, CALIF.

NO. 5A-H924

ORDER NO. 53476

DATE 5-7-1935

12 M 500 ART COLORTONE POST CARD, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)
PLACE OF TITLE: ^{LEFT} UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) OAKLAND, CALIF. SKYLINE
ACROSS LAKE MERRITT
PRIVATE NO. AT EXTREME RIGHT IN
UPPER BORDER- 256

(ALL OF THIS ON THE ADDRESS SIDE)
FRONT NO. 6 R. M. YES

IMPRINT SAME AS ABOVE

2 Blueprints

COLOR DESCRIPTION SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO. YES
PHOTO PROPERTY OF C. T. & CO. - CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

7/1/35
YES

DEADLINE

7

20 P₄
413 1/2

STANLEY A. PILTZ COMPANY,
SAN FRANCISCO, CALIF.

NO. 5A-H925 ✓

ORDER NO. 53476

DATE 5-7-1935

12 M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 6

R. M.

YES

TITLE (IN FULL)

DOWNTOWN OAKLAND, LAKE

MPRINT SAME AS ABOVE

MERRITT, SAN FRANCISCO BAY, "THE
GOLDEN GATE" AND PACIFIC OCEAN

BOT, SMALL TYPE- ~~XXXXXXXXXXXX~~ OIL CO. PHOTO

(C) ASSOCIATED

PRIVATE NO. AT EXTREME RIGHT IN UPPER
BORDER- 257

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

7/1/35
YES

PHOTO PROPERTY OF C. T. & Co.—

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO

PHOTO TICKET

TIME 4:15

DEADLINE

XC 1 1/2
A 10 1/2

STANLEY A. PILTZ COMPANY,
SAN FRANCISCO, CALIF.

NO. 5A-H926

ORDER NO. 53476

DATE 5-7-1935

12M 500 ART COLORTONE POST CARD, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)
PLACE OF TITLE: ^{LEFT} UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) LAKE MERRITT AND
LAKESIDE PARK, OAKLAND, CALIFORNIA
PRIVATE NO. AT EXTREME RIGHT IN
UPPER BORDER- 258

(ALL OF THIS ON THE ADDRESS SIDE)
FRONT NO. 6 R. M. YES
IMPRINT SAME AS ABOVE

2 Blueprints

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO
PHOTO PROPERTY OF C. T. & Co.—

B. L. & W. PROOF
CUSTOMER

HANDCOL PROOF

RETURN PHOTO.

7/1/35
YES

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET 117

DEADLINE

28012
A9

STANLEY A. PILTZ COMPANY,
SAN FRANCISCO, CALIF.

NO. 5A-M927

ORDER NO. 53476

DATE 5-7-1935

12M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)
PLACE OF TITLE: ^{LEFT} UPPER, LOWER, CENTER - BORDER.

(ALL OF THIS ON THE ADDRESS SIDE)
FRONT NO. 6 R. M. YES

TITLE (IN FULL) MUNICIPAL AUDITORIUM,
OAKLAND, CALIFORNIA

IMPRINT SAME AS ABOVE

PRIVATE NO. AT EXTREME RIGHT IN
UPPER BORDER- 259

2 Blueprints

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

YES

PHOTO PROPERTY OF C. T. & Co.

CUSTOMER

X

7/1/35

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

DEADLINE

X

Re 1 1/2
A 10 3/4

NO. 5A-H928

ORDER NO. 53476

DATE 5-7-1935

STANLEY A. PIETZ COMPANY,
SAN FRANCISCO, CALIF.

12M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)
PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) PARK STREET, ALAMEDA,
CALIFORNIA

BOT, SMALL TYPE- ALAMEDA CHAMBER OF COMMERCE
PHOTO

PRIVATE NO. AT EXTREME RIGHT IN
UPPER BORDER- 225

(ALL OF THIS ON THE ADDRESS SIDE)
FRONT NO. 6 R. M. YES

IMPRINT SAME AS ABOVE

2 Blueprints

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO. *7/1/35*
PHOTO PROPERTY OF C. T. & CO.— CUSTOMER ☒ YES

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

✓
DEADLINE

5 1/2

2014
A-12 1/2

STANLEY A. PILTZ COMPANY,
SAN FRANCISCO, CALIF.

NO. 929 ✓
5A-H989

ORDER NO. 53476

DATE 5-7-1935

12M 500 ART COLORTONE PO'T CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) NEPTUNE BEACH, ALAMEDA,
CALIFORNIA

BOT. SMALL TYPE - ALAMEDA CHAMBER OF
COMMERCE PHOTO

PRIVATE NO. AT EXTREME RIGHT IN UPPER
BORDER - 226

COLOR DESCRIPTION

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 6 R. M. YES

IMPRINT SAME AS ABOVE

2 Blueprints

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co. -

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

7/1/35
YES

DEADLINE

9

2C 1 1/2
A 10 1/2

STANLEY A. PILTZ COMPANY,
SAN FRANCISCO, CALIF.

NO. 5A-H930

ORDER NO. 53476

DATE 5-7-1935

12M500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: ^{LEFT}UPPER, LOWER, CENTER - BORDER.

FRONT NO. 6 R. M. YES

TITLE (IN FULL) SHATTUCK AVENUE,
BERKELEY, CALIF. ~~BERKELEY~~

IMPRINT SAME AS ABOVE

PRIVATE NO. UPPER RXX EXTREME RIGHT
CORNER- 200

2 Blueprints

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.—

CUSTOMER

X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

7/1/35
YES

THIS SET UP

DEADLINE

2

STANLEY A. PILTZ COMPANY,
SAN FRANCISCO, CALIF.

NO. 5A-H931

ORDER NO. 53476

DATE 5-7-1935

12M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)
PLACE OF TITLE: ^{LEFT} UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) THE GREEK THEATRE,
UNIVERSITY OF CALIFORNIA, BERKELEY,
CALIF.

(ALL OF THIS ON THE ADDRESS SIDE)
FRONT NO. 6 R. M. YES
IMPRINT SAME AS ABOVE

PRIVATE NO. AT EXTREME RIGHT IN
UPPER BORDER- 201

2 Blueprints

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO. 7/1/35 YES
PHOTO PROPERTY OF C. T. & Co. - CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

DEADLINE

280 1/2
A-8 3/4

STANLEY A. PILTZ COMPANY,
SAN FRANCISCO, CALIF.

NO. 5A-H932

ORDER NO. 53476

DATE 5-7-1935

12M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) INTERNATIONAL HOUSE,
UNIVERSITY OF CALIFORNIA,
BERKELEY, CALIF.

PRIVATE NO. AT EXTREME RIGHT IN
UPPER BORDER- 202

COLOR DESCRIPTION

(ALL OF THIS ON THE ADDRESS SIDE)
FRONT NO. 6 R. M. YES

IMPRINT SAME AS ABOVE

2 Blueprints

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO. YES
PHOTO PROPERTY OF C. T. & CO.— CUSTOMER X
CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

7/1/35
YES

TYPE SET UP

DEADLINE

6

26C 1 1/4
A 8 3/4

STANLEY A. PILTZ COMPANY,
SAN FRANCISCO, CALIF.

NO. 5A-H933

ORDER NO. 53476

5-7-1935

DATE

12M 500 ART COLORTONE P ST CARDS. WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE ^{LEFT} UPPER LOWER, CENTER - BORDER.

FRONT NO. 6 R. M. YES

TITLE (IN FULL) SATHER GATE, UNIVERSITY
OF CALIFORNIA, BERKELEY, CALIF.

MPRINTS SAME AS ABOVE

PRIVATE NO. AT EXTREME RIGHT IN
UPPER BORDER- 203

2 Blueprints

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO

PHOTO TICKET

7/1/35
YES

DEADLINE

7

2001 3/4
A12

8 1/2

STANLEY A. PILTZ COMPANY,
SAN FRANCISCO, CALIF.

NO. 5A-H934 ✓
ORDER NO. 53476
DATE 5-7-1935

12 M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE: ^{LEFT} UPPER, LOWER, CENTER - BORDER.	FRONT NO. 6	R. M.	YES
TITLE (IN FULL) UNIVERSITY OF CALIFORNIA, EDWARDS FIELD AND MEMORIAL STADIUM, BERKELEY, CALIF.	IMPRINT SAME AS ABOVE		
PRIVATE NO. AT EXTREME RIGHT IN UPPER BORDER- 204	2 Blueprints		

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO. YES
PHOTO PROPERTY OF C. T. & CO.— CUSTOMER X
CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

7/1/35
YES

DEADLINE

2001-
A9

42

STANLEY A. PILTZ COMPANY,
SAN FRANCISCO, CALIF.

NO. 5A-H935

ORDER NO. 53476

DATE 5-7-1935

12 M500 ART COLORTONE POST CARD S, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: ^{LEFT}UPPER, LOWER, CENTER - BORDER.

FRONT NO. 6 R. M. YES

TITLE (IN FULL) THE CAMPANILE, UNIVERSITY
OF CALIFORNIA, BERKELEY, CALIF.

IMPRINT SAME AS ABOVE

PRIVATE NO. AT EXTREME RIGHT IN
UPPER BORDER- 205

2 Blueprints

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

7/1/35
YES

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

DEADLINE

5

STANLEY A. PILTZ COMPANY,
SAN FRANCISCO, CALIF.

NO. 5A-H936

ORDER NO. 53476

DATE 5-7-1935

12M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: ^{LEFT} UPPER, LOWER, CENTER - BORDER.

FRONT NO. 6 R. M. YES

TITLE (IN FULL) THE MEMORIAL STADIUM,

IMPRINT SAME AS ABOVE

UNIVERSITY OF CALIFORNIA,
BERKELEY, CALIF.

PRIVATE NO. AT EXTREME RIGHT IN
UPPER BORDER- 206

2 Blueprints

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.-

CUSTOMER

X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

7/1/35
YES

DEADLINE

STANLEY A. PILTZ COMPANY,
SAN FRANCISCO, CALIF.

NO. 5A-H937

ORDER NO. 53476

DATE 5-7-1935

12^M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: ^{LEFT}UPPER, LOWER, CENTER - BORDER.

FRONT NO. 6 R. M. YES

TITLE (IN FULL) LIFE SCIENCES BUILDING,

IMPRINT SAME AS ABOVE

UNIVERSITY OF CALIFORNIA, BERKELEY,
CALIF.

PRIVATE NO. AT EXTREME RIGHT IN
UPPER BORDER- 207

2 Blueprints

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

7/1/35
YES

PHOTO PROPERTY OF C. T. & Co.—

CUSTOMER

X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

DEADLINE

MARKEN & BIELFELD, INC.,
FREDERICK, MD.

NO. 5A-H938

ORDER NO. 53502

DATE 5-10-1935

12M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) BARBARA FRITCHIE
MONUMENT, FREDERICK, MARYLAND

PRIVATE NO. LOWER RIGHT CORNER-
50

BOT, SMALL TYPE- (C) MARKEN & BIELFELD, INC.,
FREDERICK, MD.

COLOR DESCRIPTION

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 16 14 R. M. YES

IMPRINT SAME AS ABOVE

PUT PLATE NO. ON FRONT at bottom

USE PHOTO NO. 62892-C. IMPROVE TREES AND MOUNTAIN BACKGROU

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO. 7/15/35 YES

PHOTO PROPERTY OF C. T. & CO.-

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET 13

DEADLINE

MARKEN & BIELFELD, INC.,
FREDERICK, MD.

NO. 5A-H939 ✓

ORDER NO. 53502

DATE 5-10-1935

12M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) (FRANCIS SCOTT KEY

COMBINATION CARD.)

PRIVATE NO. LOWER RIGHT CORNER- 65

BOT. SMALL TYPE- COPYRIGHT BY MARKEN & BIELFELD.

COLOR DESCRIPTION

USE PHOTO NO. 2780-30. FOLLOW EXACTLY THE SAME LAYOUT AS
2780-30.

IMPROVE COLORING, ESPECIALLY BACKGROUND AND FOLIAGE ON TREES IN
BACK OF MONUMENT. ALSO SHADES ON VERSE.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 14 18 R. M. NO

IMPRINT SAME AS ABOVE

PUT PLATE NO. FRONT

Best in 9/17/35

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO. YES

PHOTO PROPERTY OF C. T. & Co.-

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO

PHOTO TICKET

DEADLINE

MARKEN & BIELFELD, INC.,
FREDERICK, MD.

NO. 5A-H940
ORDER NO. 53502
DATE 5-10-1935

12M500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)
PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) SEVEN BENDS OF THE
LOOKING WEST TOWARD THE
SHENANDOAH, NEAR WOODSTOCK,
SHENANDOAH VALLEY OF VIRGINIA

BOT, SMALL TYPE- (C) MARKEN & BIELFELD
PRIVATE NO. LOWER RIGHT CORNER

COLOR DESCRIPTION

(ALL OF THIS ON THE ADDRESS SIDE)
FRONT NO. 16 14 R. M. YES

IMPRINT SAME AS ABOVE
PUT PLATE NO. ON FRONT

USE PHOTO NO. 63433-C. IMPROVE COLORS- VARIED COLORS OF
GREEN IN FOLIAGE & GRASS, MTS. IN BACKGROUND A MORE DISTINCT &
A MORE PRONOUNCED BLUE THAN GREEN.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO. YES
PHOTO PROPERTY OF C. T. & CO. CUSTOMER X
CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

7/15/35

DEADLINE

21012
A9

MARKEN & BIELFELD, INC.,
FREDERICK, MD.

NO. 5A-H941

ORDER NO. 53502

DATE 5-10-1935

12^M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

FRONT NO. 16 14 R. M. NO

TITLE (IN FULL)

IMPRINT

SAME AS ABOVE

THE OLD GORDONSVILLE
TURNPIKE, SHENANDOAH NATIONAL
PARK, VIRGINIA
PRIVATE NO. LOWER RIGHT CORNER-
109

PUT PLATE NO. ON FRONT,
AT BOTTOM

COLOR DESCRIPTION

MAKE GRASS IN FOREGROUND MORE UNIFORM, BUT PLEASE ELIMINATE A LOT OF
ARTIFICIALLY MADE FLOWERS. FOLIAGE A VARIED COLOR OF GREEN. MOUNTAIN
IN BACKGROUND SHOULD BE STRESSED. IT MAY ADD TO THE PICTURE TO SHOW
A LITTLE MT. STREAM BETWEEN THE ROAD THE THE GRASS TO THE RIGHT OF
IT, AS THIS NOW HAS THE APPEARANCE OF BEING NOTHING BUT A MUD PUDDLE

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

YES

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

7/15/35

DEADLINE

6

MARKEN & BIELFELD, INC.,
FREDERICK, MD.

NO. 5A-H942

ORDER NO. 53502

DATE 5-10-1935

12M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

FRONT NO. 14 16 R. M.

YES

TITLE (IN FULL)

THE HANDLEY LIBRARY,
WINCHESTER, VA.

IMPRINT

SAME AS ABOVE

BOT, SMALL TYPE - (C) MARKEN &
BIELEFELD

PUT PLATE NO. ON FRONT, AT

PRIVATE NO. LOWER RIGHT CORNER - 114

BOTTOM

COLOR DESCRIPTION

USE PHOTO NO. 1289-30, IMPROVE TREES & SHRUBBERY AROUND
BLDG.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co. - ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE 114

DEADLINE

see
A 7 1/2

25
X

MARKEN & BIELFELD, INC., FREDERICK, MD.		NO. 5A-H943
		ORDER NO. 53502
		DATE 5-10-1935
12 500 ART COLORTONE POST CARDS, WHITE BORDER		
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)
PLACE OF TITLE: <u>UPPER</u> LOWER, CENTER - BORDER.	FRONT NO. <u>14</u> R. M. <u>YES</u>	
TITLE (IN FULL) THE HANDLEY HIGH	IMPRINT SAME AS ABOVE	
SCHOOL, WINCHESTER, VIRGINIA	PUT PLATE NO. ON FRONT, AT	
BOT, SMALL TYPE- (C) MARKEN & BIELFELD	BOTTOM	
PRIVATE NO. LOWER RIGHT CORNER- 116		
COLOR DESCRIPTION		
USE PHOTO NO. 1291-30. IMPROVE TREES AROUND BLDG.		
SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.		
PHOTO PROPERTY OF C. T. & Co. — <u>X</u> CUSTOMER		
CURT TEICH & COMPANY, INC., CHICAGO		
PHOTO TICKET		

DEADLINE

to Gable

6

MARKEN & BIELFELD, INC.,
FREDERICK, MD.

NO. 5A-H944

ORDER NO. 53502

DATE 5-10-1935

12^M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

FRONT NO. 14 R. M

TITLE (IN FULL)

LEE HIGHWAY APPROACHING
SKYLINE DRIVE, VA.

IMPRINT

SAME AS ABOVE

YES

PRIVATE LOWER RIGHT CORNER-
128

PUT PLATE NO. ON FRONT, AT BOTTOM

COLOR DESCRIPTION

MAKE THIS AN ESPECIALLY GOOD, RICHLY COLORED MOUNTAIN SCENE.

SUBMIT: RET/PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO. 7/15/35

PHOTO PROPERTY OF C. T. & CO. — X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

DEADLINE

20013
A84

2

X

MARKEN & BIELFELD, INC.,
FREDERICK, MD.

NO. 5A-H945 ✓
ORDER NO. 53502
DATE 5-10-1935

12M500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

FRONT NO. 16 / 4 R. M. YES

TITLE (IN FULL) MARY'S ROCK, SHENANDOAH
NATIONAL PARK, VA.

IMPRINT SAME AS ABOVE

PRIVATE NO. LOWER RIGHT CORNER-
129

PUT PLATE NO. ON FRONT, AT
BOTTOM

COLOR DESCRIPTION

REMOVE TWO CARS, ROAD SHOULD BE DARK COLORING TO SHOW OIL-BOUND
MACADAM CONSTRUCTION. GUARD RAIL AT RIGHT WHITE WITH BUTTS OF
POSTS BLACK. EDGE OF ROAD SHOULD BE STRAIGHTENED OUT & BANK ON
LEFT WHICH NOW SHOWS MOUNTAIN CLAY & STONE COULD BE GREATLY IM-
PROVED IF THIS WERE SHOWN IN GRASS.

SUBMIT: RET. PHOTO B. L. & W. PROOF
PHOTO PROPERTY OF C. T. & CO. - X CUSTOMER

HANDCOL PROOF

RETURN PHOTO. 7/15/35

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

1935 MAY 14

DEADLINE

5

2e 1/2
A9 3/4

2 1/2

X

MARKEN & BIELFELD, INC.,
FREDERICK, MD.

NO. 5A-M946

ORDER NO. 53502

DATE 5-10-1935

12^M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

FRONT NO. 14 ~~15~~ R. M. YES

TITLE (IN FULL) SHENANDOAH NATIONAL
PARK AS SEEN FROM LURAY CAVERNS,
VA.

IMPRINT SAME AS ABOVE

PRIVATE NO. LOWER RIGHT CORNER-
130

PUT PLATE NO. ON FRONT, AT
BOTTOM

COLOR DESCRIPTION

ROAD IN FOREGROUND SHOULD BE DARK TO REPRESENT OIL-BOUND
MACADAM. FENCE WHITE. REMOVE SHADOWS ON RIGHT SIDE OF PHOTO.
FOLIAGE SHOULD BE IN VARIABLE SHADES OF GREEN.

SUBMIT: RET. PHOTO B. L. & W. PROOF
PHOTO PROPERTY OF C. T. & CO. — ☒ CUSTOMER

HANDCOL PROOF

RETURN PHOTO. 7/15/35

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

DEADLINE

6

28 1/2
9 1/2

3

MARKEN & BIELFELD, INC.,
FREDERICK, MD.

NO. 5A-H947

ORDER NO. 53502

DATE 5-10-1935

12 M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

SKYLINE DRIVE, NEAR
ELKTON, VA.

PRIVATE NO. LOWER RIGHT CORNER
131

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 14 ~~55~~ R. M. YES

IMPRINT

SAME AS ABOVE

PUT PLATE NO. ON FRONT AT
BOTTOM

COLOR DESCRIPTION

REMOVE CAR. MAIN ROAD HAS BEEN MADE INTO AN OIL-BOUND MACADAM
ROAD AND SHOULD APPEAR SO. GRASS IN FOREGROUND SHOULD BE MADE A
VERY DARK GREEN.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. - ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

7/15/35

DEADLINE

5 1/2
6 1/2

MARKEN & BIELFELD, INC.,
FREDERICK, MD.

NO. 5A-H948

ORDER NO. 53502

DATE 5-10-1935

121 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

FRONT NO. 14 R. M. YES

TITLE (IN FULL)

MOUNTAIN LAUREL ON THE

IMPRINT

SAME AS ABOVE

SKYLINE DRIVE NEAR SWIFT RUN GAP, VA,

PRIVATE NO. LOWER RIGHT CORNER-
132

RX

*Plats. no. on front
at bottom*

COLOR DESCRIPTION

REMOVE AUTO, MT. LAUREL IN BLOOM SHOULD BE A PINKISH WHITE. PORTION
OF PHOTO SHOWING TRAIL SHOULD BE FINISHED SO AS TO REPRESENT OIL-
BOUND MACADAM, EMPHASIZE CLOUDS IN BACKGROUND.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

YES

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

7/15/35

TYPE OUT UP

DEADLINE

2 1/2
X

200 1/2
A9

MARKEN & BIELFELD, INC.,
FREDERICK, MD.

NO. 5A-H949

ORDER NO. 53502

DATE 5-10-1935

12M500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1416 R. M. YES

TITLE (IN FULL) RAPIDAN RIVER,
SHENANDOAH NATIONAL PARK, VA.
PRIVATE NO. LOWER RIGHT CORNER
133

IMPRINT SAME AS ABOVE

PUT PLATE NO. ON FRONT AT
BOTTOM

COLOR DESCRIPTION

BRING OUT SOME OF THE TREES IN THE FOREGROUND CLEARLY.
WATER SHOULD BE CLEAR & OF A LIGHT BLUE COLOR.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO. 7/15/35

PHOTO PROPERTY OF C. T. & CO. - ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

DEADLINE

8

MARKEN & BIELFELD, INC.,
FREDERICK, MD.

NO.

5A-H950

ORDER NO.

53502

DATE

5-10-1935

12M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

FRONT NO. 14 15 R. M. YES

TITLE (IN FULL) OVERLOOKING THE VALLEY

IMPRINT SAME AS ABOVE

OF VIRGINIA FROM SKYLINE DRIVE

PUT PLATE NO. ON FRONT AT BOTTOM

PRIVATE NO. LOWER RIGHT CORNER-
134

COLOR DESCRIPTION

TAKE OFF SOME SKY & SOME FOREGROUND. SHOW DISTINCTLY THE VALLEY
IN THE CENTER & MTS. IN BACKGROUND. SHOW CLOUD EFFECT.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO. 7/15/35

PHOTO PROPERTY OF C. T. & CO.-

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE HERE ON

DEADLINE

MARKEN & BIELFELD, INC.,
FREDERICK, MD.

NO. 5A-H950

ORDER NO. 53502

5-10-1935

DATE

12M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) SKYLINE DRIVE,
SHENANDOAH NATIONAL PARK, VA.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1416 R. M. YES

IMPRINT SAME AS ABOVE

PUT PLATE NO. ON FRONT, AT
BOTTOM

*Private No. lower right
corner - 135*

COLOR DESCRIPTION

ROAD SHOULD BE SMOOTHER TO REPRESENT OIL-BOUND MACADAM.
GUARD WALL ON LEFT IS X OF NATIVE MT. STONE, A GREY BROWN COLOR.
EDGE OF ROAD SHOULD BE SMOOTHER. LET OLD DEAD TREE AT LEFT STAND
AND SHOW IN ITS NATURAL COLOR TO GIVE CONTRAST. REMOVE SOME
SHADOWS FROM EXTREME LOWER RIGHT CORNER. EMPHASIZE CLOUDS.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO. 7/15/35

PHOTO PROPERTY OF C. T. & Co. -

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

DEADLINE

off d. 5-17

xc 1 1/2
A9 3/4

MARKEN & BIELFELD, INC.,
FREDERICK, MD.

NO. 5A-H952
ORDER NO. 53502
DATE 5-10-1935

12M 500 ART COLORTINE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL)

SHEANDOAH RIVER
LOOKING TOWARD SKYLINE DRIVE,
VIRGINIA

PRIVATE NO. LOWER RIGHT CORNER-
95

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 14 ~~16~~ R. M. YES

IMPRINT SAME AS ABOVE

PUT PLATE NO. ON FRONT.

COLOR DESCRIPTION

REMOVE A LITTLE OF FOREGROUND & SOME OF SKY FOR PROPORTION.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. -

CUSTOMER

X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

7/15/35

YES

DEADLINE

6

PHOTO PROPERTY OF C. T. & CO. - CUSTOMER

DIAL NO. 5A-H953 ORDER NO. 53508 DATE 5-9-1935

CUSTOMER POLO APARTMENTS,
MIAMI BEACH, FLA.

DEPT.
RETOUCHING
ENGRAVING
PHOTO LITHO
COMPOSING
LITHO ART

DATE COMPLETED

Photos for
this Customer

12 1/2 M FC SIZE 3 1/2 x 5 1/2

STYLE PHOTO COLOR, WHITE BORDER

PLACE OF TITLE (Upper) Lower, Center, Border — Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full POLO APARTMENTS MIAMI BEACH, FLORIDA

FRONT NO. 5 R. M. (Yes) No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINTER: Customer C.T. Imprint No Imprint

RETOUCHING DEPARTMENT

(Submit) Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

SEE INSTRUCTIONS ATTACHED.

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12
Prints each from Negatives MATTE or GLOSSY
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted
See Salesman, Customer, or Sample for Position, Office
DELIVER Straighten Photo

Negative — Line — Halftone — Combination. Screen 120
Dry — Wet — Pancromatic — Color Separation 133
Transfer — Paper Process — New Process. 150
Stripping — White Border — Full Face. 175
Blue Print (Handcolor) — Black & White Proof. Titles — Red, Blue.

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES
DUPLICATES ZINC COLOR PLATES
LINE & HALFTONE COMB COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day

SIZE WIDE HIGH, SAME SIZE

BLOCKING DEPT. WOOD - MORTISE - ANCHOR
SOLID METAL - FLUSH TOP - FLUSH BOTTOM
FLUSH SIDES - FLUSH ALL AROUND
UNMOUNTED WITH BEARERS
CUT TO PICAS (see size)

PROOFS

FLAT GOOD IN COLORS SPECIAL STOCK
ELECTROTYPES EACH OF
ON WOOD METAL

ETCHING DEPT. PAINT IN BACKGROUND SOLID
FINISHING DEPT. OUTLINE - OVAL - CIRCLE
SQUARE - LIKE COPY - VIGNETTE - HIGHLIGHT
WITH LINE - WITHOUT LINE - SPECIAL BORDER.

PHOTO RETURNED

TO

PHOTO USED FOR

5 1/2
200 1 1/2
A 9
C 1 1/2

5.60
CO

X

22

NO. 5A-H954

ORDER NO. 53551

C.W. HUGHES & CO., INC.,
MECHANICVILLE, N. Y.

DATE 5-10-1935

2013
487

6 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL) WHITEFACE MOUNTAIN
HOUSE, WILMINGTON, N. Y. ADIRONDACK
MTS.

IMPRINT SAME AS ABOVE

PRIVATE NO. 34" FROM RIGHT EDGE
IN UPPER BORDER-136

COLOR DESCRIPTION

BLDG. IS WHITE WITH DARK GREEN SHINGLES, GREEN & WHITE AWNINGS.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & CO. — ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

DEADLINE

5

26 1 1/2
A9

6

S. A. PILTZ CO.,
SAN FRANCISCO

NO. 5A-H955

ORDER NO. 53550

DATE 5-10-1935

12M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

FRONT NO. 6 R. M. YES *came as 29H803*

TITLE (IN FULL) SEALS ON ROCKS, NEAR

IMPRINT XX STANLEY A. PILTZ
COMPANY, SAN FRANCISCO, CAL IF.

CLIFF HOUSE, SAN FRANCISCO,
CALIFORNIA

PRIVATE NO. AT EXTREME RIGHT IN
UPPER BORDER. 88

COLOR DESCRIPTION

SEE TISSUE ATTACHED. WORK IN WATER IN FOREGROUND. - SMALL WAVES
LAPPING ON ROCKS. MAKE IT LOOK AS NATURAL AS IS POSSIBLE.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO. *11/14/35*
PHOTO PROPERTY OF C. T. & CO. - CUSTOMER X
CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE 8 112

DEADLINE

16

OKLAHOMA NEWS CO.,
TULSA, OKLA.

NO. 5A-H956 ✓
ORDER NO. 53533
DATE 5-10-1935

12M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL) PHILTOWER BUILDING,
TULSA, OKLA.

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

BLDG. BUFF BRICK, STONE TRIM, ROOF RED SQUARES WITH GREEN BORDERS,
CENTER SQUARE YELLOW WITH RED BORDER, BLDGS. ON LEFT, X RED, WHITE
RED & WHITE, WHITE WITH RED ROOF. BLDG. ON RIGHT GRAY, TOUCH OUT
ROOF ON LEFT & FILL IN STREET. TAKE OUT SMALL TOWER IN LOWER
RIGHT & FILL IN STREET.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & CO.— CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

DEADLINE

SEAWALL SPECIALTY CO.,
HOUSTON AND GALVESTON, TEXAS

NO. 5A-4957

ORDER NO. 53524

DATE 5-10-1935

12M 500 ART COLORTONE POST CARD, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL) MAIN STREET, LOOKING
SOUTH FROM TEXAS AVENUE, HOUSTON,
TEXAS

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

BLDG. ON LEFT- 1 GRAY, WOOLWORTH BLDG. RED, STONE TRIM. KRESS BLDG. LT.
GRAY, EVEN UP LIGHT & SHADOW ON NEXT BLDG. BALANCE OF BLDG. LIGHT.
RIGHT- CORNER BLDG. LT. BROWN, CREAM TRIM. OTHERS LT. COLOR. SHOW PLAINLY
WOOLWORTH SIGN ABOVE AWNING. ALSO VERTICAL WOOLWORTH SIGN. TAKE OUT
LAMP POST GOING THRU BOTH SIGNS. SIGN-BACKGROUND RED, GOLD LETTERS.
STRENGTH N KRESS SIGNS. ABOVE STORE, ALSO VERTICAL SIGN & SIGN AT TOP
OF BLDG. LETTERS, GOLD, BACKGROUND RED. TOUCH OUT ALASKAN FURS
& STEIN'S CLOTHES. SIGNS.

SUBMIT PHOTO TO C. T. & CO. - CUSTOMER

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE 1-10

SEAWALL SPECIALTY CO.,
HOUSTON AND GALVESTON, TEXAS

NO. 5A-H958

ORDER NO. 53524

DATE 5-10-1935

12 M500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. YES

TITLE (IN FULL) TOP- REPRODUCTION OF

IMPRINT SAME AS ABOVE

MURAL IN NEW SOUTHERN PACIFIC
PASSENGER STATION, HOUSTON, TEXAS
BOT- FOR EXPLANATION, SEE OTHER SIDE

COLOR DESCRIPTION

COLORS AS MARKED ON \$ISSUE. MAKE HORIZONTAL CARD, ADDING
STONE WORK ON LEFT & RIGHT SIDE FOR PROPER PROPORTION.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.—

CUSTOMER

X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

reprints 5

20 1/2
A 11

SEAWALL SPECIALTY CO.,
HOUSTON, TEXAS

NO. 5A-H959

ORDER NO. 53524

DATE 5-10-1935

12 M500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M.

YES

TITLE (IN FULL) TOP- REPRODUCTION OF

IMPRINT SAME AS ABOVE

MURAL IN NEW SOUTHERN PACIFIC
PASSENGER STATION, HOUSTON, TEXAS
BOT- FOR EXPLANATION, SEE OTHER SIDE

COLOR DESCRIPTION

COLORS AS MARKED ON TISSUE ATTACHED. MAKE HORIZONTAL CARD, ADDING
STONE WORK ON LEFT & RIGHT FOR PROPER PROPORTION.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.—

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TECH SET UP

5

4

HC 12
A 93

GULF COAST CARD CO.,
ST. PETERSBURG, FLA.,

NO. 5A-H960

ORDER NO. 53549

DATE 5-10-1935

12M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. I R. M. YES

TITLE (IN FULL) TOP- U.S. VETERANS' HOME
AND GROUNDS FROM THE AIR, BAY PINES

IMPRINT SAME AS ABOVE

BOT- ST. PETERSBURG, FLA. "THE
SUNSHINE CITY"

PRIVATE NO. BEFORE TITLE- S-25

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

YES

9/18/35

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET 14

DEADLINE

6

20 1/2
19

GULF COAST CARD CO.,
ST. PETERSBURG, FLA.

NO. 5A-H961

ORDER NO. 53549

DATE 5-10-1935

121 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) U.S. VETERANS' HOSPITAL

AND ADMINISTRATION BUILDING
AT BAY PINES

BOT- ST. PETERSBURG, FLA. "THE SUNSHINE
CITY"

PRIVATE N. BEFORE TITLE- S-185

COLOR DESCRIPTION

BLDG. CREAM STUCCO, CENTRAL PART MARKED NO. 1 IS A TANISH MARBLE WITH
SEVERAL SMALL BLUE ORNAMENTS. FLOWER BEDS NO. 2, 3, & 5 MOSTLY RED,
WHITE & PINK BUSHES. NO. 4 BLUE & LAVENDAR PREDOMINATING. NOTE
WHITE & PINK PANSIES AROUND PALMS.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. YES

IMPRINT SAME AS ABOVE

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO. 9/18/35

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

X

CURT TEICH & COMPANY, INC., CHICAGO

PHOTO TICKET

5

DEADLINE

2014
A-82

2

NO. 5A-H962

LYNN H. BOYER, PHILADELPHIA, PA. AND
WILDWOOD, N. J.

ORDER NO. 53545

5-10-1935

DATE

12M500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

R. M. NO

TITLE (IN FULL) THE MORAVIAN CHURCH,

IMPRINT SAME AS ABOVE

FOUNDED 1740, BETHLEHEM
BETHLEHEM, PA.

PRIVATE NO. BEFORE TITLE- B-49

COLOR DESCRIPTION

LIGHT GRAY STUCCO, CREAM SASH & WINDOW FRAMES. CREAM TOWER, BLACK
ROOF ON TOWER. DARK RED BRICK WALL ALONG FRONT OF YARD. GREEN LAWN
& SHRUBBERY, BROWN STEPS ON RIGHT. REAR BLDG. ON RIGHT GRAY. REAR
BLDG. ON LEFT DARK RED, DARK SLATE ROOF. 1ST BLDG. ON LEFT DARK
GRAY. LIGHT CEMENT RAILING & COLUMN ON RIGHT FOREGROUND. MAKE
BLDG. SHOW PLUMB. UP & DOWN. PUT CLOUDS IN SKY

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co. - X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

DEADLINE

5

2001/4
10/11

6

LYNN H. BOYER,
PHILADELPHIA, PA. AND WILDWOOD, N. J.

NO. 5A-H963

ORDER NO. 53545

DATE 10-1935

12M 500 ART COLORTONE POST CARDS, ~~WHITE~~ BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL) U. S. POST OFFICE,
ALLENTOWN, PA.

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE- A-9

COLOR DESCRIPTION

LIGHT GRAY STONE, BLACK MARBLE BASE ON LEFT & ENTRANCE ON LEFT
& RIGHT CENTER. LIGHT GRAY ALUMINUM SASH & WINDOW CASINGS BETWEEN
WINDOWS. BRONZE & DOORS & LIGHTS ON BLACK MARBLE LAMP POSTS AT
ENTRANCE AT LEFT & CENTER. GREEN LAWN & SHRUBBERY NEXT TO BLDG.
REMOVE FIRST LAMP POST IN CENTER & WIRES. REMOVE WATER ON STREET
ON RIGHT.

PUT CLOUDS IN SKY

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. - ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE 1 U

CUSTOMER
PHOTO PROPERTY OF C. T. & CO.

RETURN PHOTO
YES
NO

DIAL NO. ☒ 5A-H964 ORDER NO. 53568 DATE 5-10-1935

CUSTOMER GRAND HOTEL,
MACKINAC ISLAND, MICH.

DEPT.
RETOUCHING
ENGRAVING
PHOTO LITHO
COMPOSING
LITHO ART

DATE COMPLETED

Photos for
this Customer

12 1/2 M FC SIZE 3 1/2 x 5 1/2

STYLE ART COLORTONE, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full NO TITLE

FRONT NO. 5
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

FLAG POLES & FLAGS MUST SHOW ON EXACTLY THE
SAME POSTS AND INX AT THE SAME ANGLE AS SHOWN
ON 5A-H666. LIGHTEN BUSHES AROUND LAWN.
TAKE OFF SPACE WITH LETTERING.

COLOR DESCRIPTION

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12
Prints each from Negatives MATTE or GLOSSY
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted
See Salesman, Customer, or Sample for Position, Office
DELIVER Straighten Photo
Negative — Line — Halftone — Combination. 120
Dry — Wet — Pancromatic — Color Separation 133
Transfer — Paper Process — New Process. 150
Stripping — White Border — Full Face. 175
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES
DUPLICATES ZINC COLOR PLATES
LINE & HALFTONE COMB COLOR PROCESS
Extra Negatives Extra Stripping Strip To Size Double Print Reverse Position Reverse Color Ben Day
ZINC ETCHINGS FROM COPIES
DUPLICATES COLOR PLATES

SIZE WIDE HIGH. SAME SIZE
SCREEN - 55 - 60 - 85 - 100 - 110 - 120 - 133 - 150

ETCHING DEPT. PAINT IN BACKGROUND SOLID

FINISHING DEPT OUTLINE - OVAL - CIRCLE
SQUARE - LIKE COPY - VIGNETTE - HIGHLIGHT
WITH LINE - WITHOUT LINE - SPECIAL BORDER

SIZE WIDE HIGH. SAME SIZE

BLOCKING DEPT WOOD - MORTISE - ANCHOR
SOLID METAL - FLUSH TOP - FLUSH BOTTOM
FLUSH SIDES - FLUSH ALL AROUND
UNMOUNTED WITH BEARERS
CUT TO PICAS (see size)

PROOFS

FLAT GOOD IN COLORS SPECIAL STOCK
ELECTROTYPE EACH OF
ON WOOD METAL

PHOTO RETURNED

TO

PHOTO USED FOR

Ret
HC
A
C
1/2
1/2
1/2

10
7

Off 10-27

CUSTOMER
PHOTO PROPERTY OF C. T. & CO.
RETURN PHOTO

DIAL No. 5A-H965 ORDER NO. 53572 DATE 5-10-1935

CUSTOMER ARLINGTON DYE WORKS, INC.,
ARLINGTON, MASS.

DEPT.
RETOUCHING
ENGRAVING
PHOTO LITHO
COMPOSING
LITHO ART

DATE COMPLETED

Photos for
this Customer

6 M PC SIZE 3 1/2 x 5 1/2

STYLE ART COLORTONE, 1/2 FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full ARLINGTON DYE WORKS, INC.
(ETC. AS PER LAYOUT)

FRONT NO. NONE (All of this on address side) R. M. Yes No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit Sketch Layout Retouched Photo Wash Drawing
Follow Layout

SEE SKETCH ATTACHED.

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12
Prints each from Negatives MATTE or GLOSSY
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted
See Salesman, Customer, or Sample for Position, Office
DELIVER Straighten Photo
Negative — Line — Halftone — Combination. 120
Dry — Wet — Pancromatic — Color Separation 133
Transfer — Paper Process — New Process. 150
Stripping — White Border — Full Face. 175
Blue Print Handcolor Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES
DUPLICATES ZINC COLOR PLATES
LINE & HALFTONE COMB COLOR PROCESS
Extra Negatives
Extra Stripping
Strip To Size
Double Print
Reverse Position
Reverse Color
Ben Day

ZINC ETCHINGS FROM COPIES
DUPLICATES COLOR PLATES
Extra Negatives
Extra Stripping
Strip To Size
Double Print
Reverse Position
Reverse Color
Ben Day

SIZE WIDE HIGH. SAME SIZE
SCREEN - 55 - 60 - 85 - 100 - 110 - 120 - 133 - 150.

ETCHING DEPT. PAINT IN BACKGROUND SOLID

FINISHING DEPT. OUTLINE OVAL - CIRCLE
SQUARE - LIKE COPY - VIGNETTE - HIGHLIGHT
WITH LINE - WITHOUT LINE - SPECIAL BORDER.

SIZE WIDE HIGH. SAME SIZE

BLOCKING DEPT. WOOD - MORTISE - ANCHOR
SOLID METAL - FLUSH TOP - FLUSH BOTTOM
FLUSH SIDES - FLUSH ALL AROUND
UNMOUNTED WITH BRARERS
CUT TO PICAS (see size)

PROOFS

FLAT GOOD IN COLORS SPECIAL STOCK
ELECTROTYPES EACH OF
ON WOOD METAL.

PHOTO RETURNED
TO
PHOTO USED FOR

make DK Blue impression
T.H.M.

Mr. L. O. 4 1/2

see yellow paper

L. O. 4 1/2
1st 7
HR 1 1/2
2nd 10 1/2

2 30

CUSTOMER
DIAL NO. 5A-H966 ORDER NO. 53571 DATE 5-10-1935
CUSTOMER DOROTHY MURIEL, INC., ALLSTON, MASS.
25 M FC SIZE 3 1/4 x 5 1/2
PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full DOROTHY MURIEL'S SPECIAL OCCASION CAKES (ETC. AS PER SKETCH)
RETOUCHING DEPARTMENT
Submit — Sketch — Layout — Retouched Photo — Wash Drawing Follow Layout
SEE SKETCH WITH CORRECTIONS ATTACHED.
COLOR DESCRIPTION
SEE TISSUES ATTACHED TO PHOTOS
RETURN PHOTO YES NO

DIAL NO. 5A-H966 ORDER NO. 53571 DATE 5-10-1935

CUSTOMER DOROTHY MURIEL, INC., ALLSTON, MASS.

25 M FC SIZE 3 1/4 x 5 1/2

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full DOROTHY MURIEL'S SPECIAL OCCASION CAKES (ETC. AS PER SKETCH)

RETOUCHING DEPARTMENT
Submit — Sketch — Layout — Retouched Photo — Wash Drawing Follow Layout

SEE SKETCH WITH CORRECTIONS ATTACHED.

COLOR DESCRIPTION
SEE TISSUES ATTACHED TO PHOTOS

DEPT.
RETOUCHING
ENGRAVING
PHOTO LITHO
COMPOSING
LITHO ART

DATE COMPLETED

Photos for this Customer

STYLE PHOTO COLORIT, FULL FACE

(All of this on address side)

FRONT NO. 5
R. M. Yes No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer (C. T. Imprint) No Imprint

PHOTO LITHO
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12
Prints each from Negatives MATTE or GLOSSY
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted
See Salesman, Customer, or Sample for Position, Office
DELIVER Straighten Photo
Negative — Line — Halftone — Combination. 120
Dry — Wet — Pancromatic — Color Separation 133
Transfer — Paper Process — New Process. 150
Stripping — White Border — Full Face. 175
Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES
DUPLICATES ZINC COLOR PLATES
LINE & HALFTONE COMB COLOR PROCESS
Extra Negatives Extra Stripping Strip To Size Double Print Reverse Position Reverse Color Ben Day
ZINC ETCHINGS FROM COPIES
DUPLICATES COLOR PLATES
Extra Negatives Extra Stripping Strip To Size Double Print Reverse Position Reverse Color Ben Day
SIZE WIDE HIGH, SAME SIZE
BLOCKING DEPT. WOOD - MORTISE - ANCHOR
SOLID METAL - FLUSH TOP - FLUSH BOTTOM
FLUSH SIDES FLUSH ALL AROUND
UNMOUNTED WITH BEARERS
CUT TO PICAS (see size)
PROOFS
FLAT GOOD IN COLORS SPECIAL STOCK
ELECTROTYPES EACH OF
ON WOOD METAL

PHOTO RETURNED TO PHOTO USED FOR

Make Dark blue impression

CUSTOMER

PHOTO PROPERTY OF C. T. & CO.

NO

YES

RETURN PHOTO

DIAL NO. 5A-H967

ORDER NO. 53570

DATE 5-10-1935

DEPT.

RETOUCHING
ENGRAVING
PHOTO LITHO
COMPOSING
LITHO ART

DATE COMPLETED

CUSTOMER

BLACKMAN SANATORIUM,
ATLANTA, GA.Photos for
this Customer

12½ M TC

SIZE 3½ x 5½

STYLE PHOTO COLORIT, WHITE BORDER

PLACE OF TITLE Upper, Lower, Center Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full

TOP: BLACKMAN SANATORIUM

BOTP 418 CAPITOL AVE., S.E., ATLANTA, GA. -

FOUR BLOCKS FROM THE CAPITOL

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

USE PHOTO NO. 114360.

PHOTO LITHO

Rephoto

NEG. NO.

FRONT NO. 5

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from — Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER

Straighten Photo

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.

n 120
e 133
c 150
r 175

COLOR DESCRIPTION

WALLS IN ORIGINAL CLAP-BOARD, PAINTED FRENCH GRAY
(BROWNISH GRAY) FOUNDATION RED. STEPS GRAY.

ENGRAVING DEPARTMENT

HALFTONES FROM — COPIES

DUPLICATES — ZINC COLOR PLATES

LINE & HALFTONE COMB — COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day

ZINC ETCHINGS FROM — COPIES

DUPLICATES — COLOR PLATES

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day

SIZE — WIDE — HIGH, SAME SIZE —

BLOCKING DEPT. WOOD - MORTISE - ANCHOR
SOLID METAL - FLUSH TOP - FLUSH BOTTOM
FLUSH SIDES - FLUSH ALL AROUND
UNMOUNTED WITH BEARERS
CUT TO PICAS (see size)

PROOFS

FLAT — GOOD — IN COLORS — SPECIAL STOCK

ELECTROTYPES EACH OF —
ON WOOD METAL

SIZE — WIDE — HIGH, SAME SIZE —

SCREEN - 55 - 60 - 85 - 100 - 110 - 120 - 133 - 150.

ETCHING DEPT. PAINT IN BACKGROUND SOLID

FINISHING DEPT. OUTLINE OVAL - CIRCLE
SQUARE - LIKE COPY - VIGNETTE - HIGHLIGHT
WITH LINE - WITHOUT LINE - SPECIAL BORDER

PHOTO RETURNED

TO

PHOTO USED FOR

m. o.

7

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

NO

YES

RETURN PHOTO

DIAL No. 5A-H968 ORDER NO. 53566 DATE 5-10-1935

CUSTOMER AUTOMOBILE CLUB OF MINNEAPOLIS,
MINNEAPOLIS, MINN.

DEPT.
RETOUCHING
ENGRAVING
PHOTO LITHO
COMPOSING
LITHO ART

DATE COMPLETED

Photos for
this Customer

6 M FC SIZE 3½ x 5½

STYLE PHOTO COLORKT, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full AUTOMOBILE CLUB OF MINNEAPOLIS -
BLOOMINGTON-ON-THE-MINNESOTA

FRONT NO. 5 R. M. Yes No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprints No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

PHOTO LITHO
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12
Prints each from Negatives MATTE or GLOSSY
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted
See Salesman, Customer, or Sample for Position, Office
DELIVER Straighten Photo
Negative — Line — Halftone — Combination. 120
Dry — Wet — Pancromatic — Color Separation 133
Transfer — Paper Process — New Process. 150
Stripping — White Border — Full Face. 175
Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.

COLOR DESCRIPTION

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES

DUPLICATES ZINC COLOR PLATES

LINE & HALFTONE COMB COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day

SIZE WIDE HIGH, SAME SIZE

SCREEN - 55 - 60 - 85 - 100 - 110 - 120 - 133 - 150.

ETCHING DEPT. PAINT IN BACKGROUND SOLID

FINISHING DEPT. OUTLINE - OVAL - CIRCLE
SQUARE - LIKE COPY - VIGNETTE - HIGHLIGHT
WITH LINE - WITHOUT LINE - SPECIAL BORDER.

ZINC ETCHINGS FROM COPIES

DUPLICATES COLOR PLATES

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day

SIZE WIDE HIGH, SAME SIZE

BLOCKING DEPT. WOOD - MORTISE - ANCHOR
SOLID METAL - FLUSH TOP - FLUSH BOTTOM
FLUSH SIDES - FLUSH ALL AROUND
UNMOUNTED WITH DEARERS
CUT TO PICAS (see size)

PROOFS

FLAT GOOD IN COLORS SPECIAL STOCK

ELECTROTYPES EACH OF
ON WOOD METAL

PHOTO RETURNED

TO

PHOTO USED FOR

Rel 22
see 1/4
A-82
C-1/2

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER —

DIAL No. 5A-H969 ORDER NO. 53569 DATE 5-10-1935

CUSTOMER KNAUST OLD HEIDELBERG, INC.,
ST. LOUIS, MO.

DEPT.
RETOUCHING
ENGRAVING
PHOTO LITHO
COMPOSING
LITHO ART

DATE COMPLETED

Photos for
this Customer

6 M PC SIZE $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE PHOTO COLORIT, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full TOP: INTERIOR OF THE OLD HEIDELBERG BAR

BOT: KNAUST'S OLD HEIDELBERG - KINGSHIGHWAY AND
DELMAR BLVD. - ST. LOUIS

"OLD HEIDELBER BAR" & "OLD HEIDELBERG" TO BE IN OLD

ENGLISH TYPE

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

SEE INSTRUCTIONS ATTACHED.

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

FRONT NO. 5 (All of this on address side)
R. M. Yes No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12
Prints each from Negatives MATTE or GLOSSY
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted
See Salesman, Customer, or Sample for Position, Office
DELIVER Straighten Photo
Negative — Line — Halftone — Combination. Screen 120
Dry — Wet — Pancromatic — Color Separation 133
Transfer — Paper Process — New Process. 150
Stripping — White Border — Full Face. 175
Blue Print Handcolor Black & White Proof. Titles — Red, Blue.

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES

DUPLICATES ZINC COLOR PLATES

LINE & HALFTONE COMB COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day

SIZE WIDE HIGH. SAME SIZE
SCREEN - 55 - 60 - 85 - 100 - 110 - 120 133 - 150.

ETCHING DEPT. PAINT IN BACKGROUND SOLID

FINISHING DEPT. OUTLINE - OVAL - CIRCLE
SQUARE - LIKE COPY - VIGNETTE - HIGHLIGHT
WITH LINE - WITHOUT LINE - SPECIAL BORDER.

ZINC ETCHINGS FROM COPIES

DUPLICATES COLOR PLATES

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day

SIZE WIDE HIGH. SAME SIZE

BLOCKING DEPT. WOOD - MORTISE - ANCHOR
SOLID METAL - FLUSH TOP - FLUSH BOTTOM
FLUSH SIDES - FLUSH ALL AROUND
UNMOUNTED WITH BEARERS
CUT TO PICAS (see size)

PROOFS

FLAT GOOD IN COLORS SPECIAL STOCK
ELECTROTYPES EACH OF
ON WOOD METAL.

PHOTO RETURNED

TO

PHOTO USED FOR

Ref 5
H 1/2
A 11
C-21

RAINIER NATIONAL PARK CO.,
TACOMA, WASH. MADE IN U.S.A.

NO. 5A-H970

ORDER NO. 53592

DATE 5-10-1935

6 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M.

YES

TITLE (IN FULL) TOP- RAINIER NATIONAL PARK SAME AS ABOVE

BOT- SUNRISE LODGE AND CABIN AREA

PRIVATE NO. LOWER LEFT CORNER-

31-687

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. - X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

DEADLINE

RAINIER NATIONAL PARK CO.,
TACOMA, WASH. MADE IN U.S.A.

NO. 5A-H971

ORDER NO. 53592

DATE 5-10-1935

6M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. YES

TITLE (IN FULL) TOP- RAINIER NATIONAL
PARK

IMPRINT SAME AS ABOVE

BOT- PARADISE HOUSE-KEEPING CABINS

PRIVATE NO. LOWER LEFT CORNER-
31-632

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & CO. — ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

DEADLINE

LYNN H. BOYER, PHILADELPHIA, PA.
AND WILDWOOD, N. J.

NO. 5A-H972 ✓

ORDER NO. 53591

DATE 5-10-1935

25M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. NO

TITLE (IN FULL)

GREETINGS FROM

IMPRINT

SAME AS ABOVE

WILDWOOD BY-THE-SEA, N. J.

COLOR DESCRIPTION

SEE LAYOUT ATTACHED.

USE BACKGROUND AS ON 4A-H2092.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co. —

X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

DEADLINE

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

NO

YES

RETURN PHOTO

DIAL No. ☒ 5A-H973 ORDER NO. 53600 DATE 5-10-1935

CUSTOMER THE BOAZ OPTICAL CO.,
ATLANTA, GA.

DEPT.
RETOUCHING
ENGRAVING
PHOTO LITHO
COMPOSING
LITHO ART

DATE COMPLETED

Photos for
this Customer

6 M ~~XX~~ BUS.CDS. SIZE ~~XXXXXX~~ 3 1/2 x 2 3/4

STYLE ART COLORTONE, FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full NO TITLE.

FRONT NO. NONE R. M. ☒ Yes ☐ No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint ☒ No Imprint

RETOUCHING DEPARTMENT

☒ Submit ☐ Sketch — ☐ Layout — ☐ Retouched Photo — ☐ Wash Drawing
Follow Layout

SEE INSTRUCTIONS ATTA H D.

PHOTO LITHO
Rephoto

NEG.NO.

____ Photograph each - Size 5x7 - 8x10 - 10x12
____ Prints each from ____ Negatives MATTE or GLOSSY
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted
See Salesman, Customer, or Sample for Position, Office
DELIVER ☒ Straighten Photo
Negative — Line — Halftone — Combination. Screen 120
Dry — Wet — Pancromatic — Color Separation 133
Transfer — Paper Process — New Process. 150
Stripping — White Border — Full Face. 175
☒ Blue Print ☒ Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

ENGRAVING DEPARTMENT

____ HALFTONES FROM ____ COPIES

____ DUPLICATES ____ ZINC COLOR PLATES

____ LINE & HALFTONE COMB ____ COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day

SIZE ____ WIDE ____ HIGH. SAME SIZE ____

SCREEN - 55 - 60 - 85 - 100 - 110 - 120 133 - 150.

ETCHING DEPT. PAINT IN BACKGROUND SOLID

FINISHING DEPT OUTLINE - OVAL - CIRCLE
SQUARE - LIKE COPY - VIGNETTE - HIGHLIGHT
WITH LINE - WITHOUT LINE - SPECIAL BORDER.

____ ZINC ETCHINGS FROM ____ COPIES

____ DUPLICATES ____ COLOR PLATES

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day

SIZE ____ WIDE ____ HIGH. SAME SIZE ____

BLOCKING DEPT. WOOD - MORTISE - ANCHOR
SOLID METAL - FLUSH TOP - FLUSH BOTTOM
FLUSH SIDES - FLUSH ALL AROUND
UNMOUNTED WITH BEARERS
CUT TO PICAS (see size)

PROOFS

____ FLAT ____ GOOD ____ IN COLORS ____ SPECIAL STOCK

____ ELECTROTYPES EACH OF ____
ON WOOD METAL.

PHOTO RETURNED

TO

PHOTO USED FOR

Handwritten notes and a circled signature in the top right corner of the document.

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL No. 5A-H974 ORDER NO. 53598 DATE 5-10-1935

CUSTOMER THE VENETIA,
CORAL GABLES, FLORIDA

DEPT.
RETOUCHING
ENGRAVING
PHOTO LITHO
COMPOSING
LITHO ART

DATE COMPLETED

Photos for
this Customer

12½ M FC SIZE 3½ x 5½

STYLE PHOTO COLORIT, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full THE VENETIA CORAL GABLES FLORIDA

FRONT NO. 5 (All of this on address side)
R. M. Yes No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

(Submit) — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

SEE INSTRUCTIONS ATTACHED.

PHOTO LITHO
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12
Prints each from Negatives MATTE or GLOSSY
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted
See Salesman, Customer, or Sample for Position, Office
DELIVER Straighten Photo
Negative — Line — Halftone — Combination. Screen 120
Dry — Wet — Pancromatic — Color Separation. 133
Transfer — Paper Process — New Process. 150
Stripping — White Border — Full Face. 175
Blue Print Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES
DUPLICATES ZINC COLOR PLATES
LINE & HALFTONE COMB. COLOR PROCESS

ZINC ETCHINGS FROM COPIES
DUPLICATES COLOR PLATES

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day

SIZE WIDE HIGH. SAME SIZE
SCREEN - 55 - 60 - 85 - 100 - 110 - 120 - 133 - 150.

ETCHING DEPT. PAINT IN BACKGROUND SOLIO

FINISHING DEPT. OUTLINE - OVAL - CIRCLE
SQUARE - LIKE COPY - VIGNETTE - HIGHLIGHT
WITH LINE - WITHOUT LINE - SPECIAL BORDER.

SIZE WIDE HIGH. SAME SIZE

BLOCKING DEPT. WOOD - MORTISE - ANCHOR
SOLIO METAL - FLUSH TOP - FLUSH BOTTOM
FLUSH SIDES - FLUSH ALL AROUND
UNMOUNTED WITH BEARERS
CUT TO PICAS (see size)

PROOFS

FLAT - GOOD - IN COLORS - SPECIAL STOCK
ELECTROTYPES EACH OF
ON WOOD METAL.

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR

Make light blue impression

8

C. W. HUGHES & CO., INC.,
MECHANICVILLE, N. Y.

NO. 5A-H975

ORDER NO. 53601

DATE 5-10-1935

12M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. NO

TITLE (IN FULL) ASSEMBLY CHAMBER, STATE IMPRINT SAME AS ABOVE

CAPITOL, ALBANY, N. Y.

PRIVATE NO. 3-4" FROM RIGHT EDGE
IN UPPER BORDER- 109

COLOR DESCRIPTION

USE PHOTO NO. 91769

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. — ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

DEADLINE

RETURN PHOTO YES NO PHOTO PROPERTY OF C. T. & CO. CUSTOMER

DIAL NO. 5A-H976 ORDER NO. 53629 DATE 5-15-1935

CUSTOMER MELLOW DISTILLERIES, CHICAGO, ILL.

DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART

DATE COMPLETED

Photos for this Customer

12 1/2 M PC GROUP (2) SIZE 3 1/2 x 5 1/2
PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full TOP: THE LOUNGE AND OVAL BAR AT MELLOWS
BOT: 115 S. DEARBORN ST., CHICAGO

STYLE ART COLORTONE, WHITE BORDER
(All of this on address side)

FRONT NO. 5 R. M. Yes No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT
Submit Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

PHOTO LITHO
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12
Prints each from Negatives MATTE or GLOSSY
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted
See Salesman, Customer, or Sample for Position, Office
DELIVER Straighten Photo
Negative — Line — Halftone — Combination. 120
Dry — Wet — Pancromatic — Color Separation 133
Transfer — Paper Process — New Process. 150
Stripping — White Border — Full Face. 175
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION
SEE TISSUES ATTACHED.

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES
DUPLICATES ZINC COLOR PLATES
LINE & HALFTONE COMB COLOR PROCESS
Extra Negatives
Extra Stripping
Strip To Size
Double Print
Reverse Position
Reverse Color
Ben Day

ZINC ETCHINGS FROM COPIES
DUPLICATES COLOR PLATES
Extra Negatives
Extra Stripping
Strip To Size
Double Print
Reverse Position
Reverse Color
Ben Day

SIZE WIDE HIGH SAME SIZE
SCREEN 55 60 85 100 110 120 133 150

ETCHING DEPT PAINT IN BACKGROUND SOLID

FINISHING DEPT OUTLINE OVAL CIRCLE
SQUARE - LIKE COPY VIGNETTE HIGHLIGHT
WITH LINE WITHOUT LINE SPECIAL BORDER

SIZE WIDE HIGH SAME SIZE

BLOCKING DEPT WOOD MORTISE - ANCHOR
SOLID METAL FLUSH TOP FLUSH BOTTOM
FLUSH SIDES FLUSH ALL AROUND
UNMOUNTED WITH BEARERS
CUT TO PICAS (see size)

PROOFS

FLAT GOOD IN COLORS SPECIAL STOCK
ELECTROTYPES EACH OF
ON WOOD METAL

PHOTO RETURNED

TO

PHOTO USED FOR

DEADLINE

DATE 5-15-1935

6M ART COLORT ONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) SANDY BEACH CAMP

SITES AND CABINS, HARVEY'S LAKE,
PA.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

BLDG. WHITE, DAKR DULL BLUE ROOF. WHITE LETTERS ON ROOF. BLUE SHUTTERS. BLUE GAS PUMPS. WHITE GAS SIGN. BLUE LETTERS. ORANGE & TAN STRIPED AWNINGS. CABINS ON REAR RIGHT WHITE. RED ROOFS. CEMENT ROAD. GRAY DRIVE.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

PHOTO TICKET

THE

10

NO. 5A-H978

ORDER NO. 53610

DATE 5-15-1935

DISTRIBUTED BY CALVIN MC HOSE,
HARVEY'S LAKE, PENNSYLVANIA

12M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. NO

TITLE (IN FULL)

WARDAN PLACE BEACH AND
LAKESIDE INN, HARVEY'S LAKE, PA.

IMPRINT

SAME AS ABOVE

COLOR DESCRIPTION

BLDG. WHITE, GREEN ROOF. GRAY PIER.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. — ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE 57 10

200-1
A-62

2 1/2
X

NO. 5A-H979

ORDER NO. 53610

DATE 5-15-1935

DISTRIBUTED BY CALVIN MC HOSE,
HARVEY'S LAKE, PENNSYLVANIA

12M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL) SAIL BOAT ON

IMPRINT SAME AS ABOVE

HARVEY'S LAKE, PA.

COLOR DESCRIPTION

WHITE SAIL & BOAT. REAR BLDGS. WHITE.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & Co. — ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

1935 MAY 15

8

200 1/2
H. 8 3/4

2 1/2
X

NO. 5A-H980

DISTRIBUTED BY CALVIN MC HOSE,
HARVEY'S LAKE, XXX PENNSYLVANIA

ORDER NO. 53610

5-15-1935

DATE

12M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. NO

TITLE (IN FULL) PICNIC GROUNDS, HARVEY'S
LAKE, PA.

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

BLDGS. WHITE, DARK RED ROOFS. BLUE & RED TRIM. REMOVE WIRES.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co. — X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE 500 300

6

2014
A82

22

DISTRIBUTED BY CALVIN MC HOSE,
HARVEY'S LAKE, PENNSYLVANIA

NO. 5A-H981

ORDER NO. 53610

DATE 5-15-1935

12M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)
PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL)
MOONLIGHT ON HARVEY'S
LAKE, PA.

(ALL OF THIS ON THE ADDRESS SIDE)
FRONT NO. I R. M. NO

IMPRINT
SAME AS ABOVE

COLOR DESCRIPTION

MAKE MOONLIGHT SCENE SHOWING MOON IN REAR CENTER SKY.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & Co. — X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE 7 L

8

201 1/2
A82

DISTRIBUTED BY CALVIN MC HOSE,
HARVEY'S LAKE, PENNSYLVANIA

NO. 5A-H982

ORDER NO. 53610

DATE 5-15-1935

12 M500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)
PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) OUR LADY OF VICTORY
CHAPEL, HARVEY'S LAKE, PA.

(ALL OF THIS ON THE ADDRESS SIDE)
FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

LIGHT GRAY COLORED WINDOVS. DARK BROWN CORNICE & SASH. GRAY
STEPS. GOLD FIGURE IN CENTER. GRAY STONE BASE. GREEN LAWN &
SHRUBBERY.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.

X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

1702-1-17

My Joe Jr

34

Teich
Q
HPK
19

NO. 5A-H983 ✓

ORDER NO. 53610

DATE 5-15-1935

DISTRIBUTED BY CALVIN MC HOSE,
HARVEY'S LAKE, PENNSYLVANIA

12M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL)
BATHING SCENE, SANDY
BEACH, HARVEY'S LAKE, PA.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT
SAME AS ABOVE

COLOR DESCRIPTION

BLDGS. WHITE, DARK RED ROOFS. TAN COLOR SAND. WHITE SLIDES.
REAR BLDG. GRAY

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & Co. — ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TEICH & CO. CHICAGO

20 1/2
18 3/4

2 1/2
X

NO. 58-H984

ORDER NO. 53610

DATE 5-15-1935

DISTRIBUTED BY CALVIN MC HOSE,
HARVEY'S LAKE, PENNSYLVANIA

12M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL) BATHING PIER, SANDY
BEACH, HARVEY'S LAKE, PA.

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

WHITE DIVING PIER. GREEN FOLIAGE.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & CO. — X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

8

HE 1 1/2
A8 3/4

2
X

DISTRIBUTED BY CALVIN MC HOSE,
HARVEY'S LAKE, PENNSYLVANIA

NO. 5A-4985

ORDER NO. 53610

DATE 5-15-1935

12M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL) RESTAURANT AND BEACH
AT PICNIC GROUNDS, HARVEY'S LAKE,
PA.

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

BLDGS. WHITE, GREEN TRIM, DARK RED ROOFS. SLIDE ON RIGHT WHITE.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & Co. — X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE 4112

12

NO. 5A-H986

DISTRIBUTED BY CALVIN MC HOSE,
HARVEY'S LAKE, PENNSYLVANIA

ORDER NO. 53610

DATE 5-15-1935

12^M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL) SUNSET BATHING BEACH,
HARVEY'S LAKE, PA.

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

ON RIGHT 1ST WHITE, 2 WHITE, 3 GRAY, GREEN ROOFS. CENTER REAR
LIGHT GRAY & GRAY. LEFT REAR EDGE BROWN, WHITE DIV IND PIER. GRAY
PIER. REMOVE LARGE POLES

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co. — ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SEE TOP

261 1/4
AS 1/2

23
X

DISTRIBUTED BY CALVIN MC NOSE,
HARVEY'S LAKE, PENNSYLVANIA

NO. 5A-M987

ORDER NO. 53610

DATE 5-15-1935

12M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL) BATHING BEACH AT
PICNIC GROUNDS, HARVEY'S LAKE,
PA.

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

BOAT WHITE, GREEN TRIM. PIERS & DIVING PIERS WHITE.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & CO. — ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

280 1 1/2
49 1/4

DISTRIBUTED BY CALVIN MC HOSE,
HARVEY'S LAKE, PENNSYLVANIA

NO. 5A-H988

ORDER NO. 53610

DATE 5-15-1935

12M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) BATHING SCENE AT
SUNSET BEACH, HARVEY'S LAKE, PA.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

ON RIGHT BLDG. WHITE. CENTER GRAY. DARK RED ROOFS. LEFT CENTER
BLDG. BROWN. RED ROOF. REMOVE LARGE POLES.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & CO. — ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

12M 500

NO. 5A-H989

DISTRIBUTED BY CALVIN MC HOSE,
HARVEY'S LAKE, PENNSYLVANIA

ORDER NO. 53610

5-15-1935

DATE

12M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) COTTAGES AND SHORE LINE
AT POINT PLEASANT, HARVEY'S LAKE,
PA.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

PRINT SAME AS ABOVE

COLOR DESCRIPTION

ON LEFT- 1ST WHITE, GREEN ROOF. 2 LIGHT GRAY. BRIGHT GREEN GABLE.
SLATE ROOF. GREEN SHRUBBERY & FOLIAGE. ON RIGHT 1ST WHITE, GREEN
ROOF & BASE. 2 WHITE, GREEN ROOF. 3-4 BROWN. REAR BLDGS. ON RIGHT
WHITE, GREEN ROOF. LIGHT GRAY WALL IN CENTER. FINISH WALL ALONG
LEFT FOREGRO UND.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co. — ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE 5-15-1935

3 1/2

H.C. 1 1/4
All

NO. 5A-M990 ✓
ORDER NO. 53647
DATE 5-15-1935

THE CINCINNATI NEWS COMPANY,
CINCINNATI, OHIO

25M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)	(ALL OF THIS ON THE ADDRESS SIDE)
PLACE OF TITLE: UPPER <u>LOWER</u> CENTER - BORDER.	FRONT NO. <u>1</u> R. M. <u>YES</u>
TITLE (IN FULL) GRUEN WATCH MAKERS GUILD (EAST VIEW) TIME HILL, CINCINNATI, O., U. S. A.	IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

SEE COLORED PHOTO ATTACHED. HAVE THE WORD 'GRUEN' APPEARING
IN THE LEFT HAND PART OF THE BUILDING PLAIN. ALSO, IF POSSIBLE,
HAVE WORDING ON THE SIGN POST IN CENTER FRONT READABLE.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO. YES 6/12/35
PHOTO PROPERTY OF C. T. & Co.— CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

Colored photo
ret.
6/12/35
TYPE SET UP

DEADLINE

5

RETURN PHOTO

SEE TISSUE ATTACHED.

FLAT GOOD INCOLORS SPECIAL STOCK

————— ELECTROTYPES EACH OF
ON WOOD METAL.

PHOTO USED FOR

2C 14
A-74

OTTO ULBRICH CO.,
BUFFALO, N. Y.

NO. 5-H992 ✓

ORDER NO. 53664

DATE 5-15-1935

25M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)
PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) ALBRIGHT ART GALLERY,
BUFFALO, N. Y.

PRIVATE NO. BEFORE TITLE- 3

(ALL OF THIS ON THE ADDRESS SIDE)
FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

photo D-7913

COLOR DESCRIPTION

BLDG. LIGHT GREY MARBLE. BORDER ON CORNICE GILT. ROOF DARK GREEN.
REMOVE SCHOOL BUS FROM LEFT FOREGROUND. FILL IN LEAVES ON TREES &
SHRUBS. IF POSSIBLE, SHOW WATER FROM LION'S MOUTH IN FOUNTAIN.
SHRUBS ALL GREEN AS ON 2A-H159, NO FLOWERS. IF POSSIBLE, REDUCE
AMOUNT OF PAVEMENT AND SKY, AND SHOW BUILDING AS LARGE AS POSSIBLE.

SUBMIT: RET. PHOTO B. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & Co. — * CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

DEADLINE

6

200 1 1/2
A10 1/2

STANLEY A. PILTZ COMPANY,
SAN FRANCISCO, CALIF.

NO. 5A-H993 ✓

ORDER NO. 53667

DATE 5-15-1935

121 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE ^{LEFT} UPPER, LOWER, CENTER - BORDER.	FRONT NO. 6	R. M.	YES
TITLE (IN FULL) "THE GOLDEN GATE",	IMPRINT	SAME AS ABOVE	
SHOWING GOLDEN GATE BRIDGE, SAN FRANCISCO, CALIF.			
Private no extreme right upper corner - 87			
COLOR DESCRIPTION			

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO. 11/14/35
PHOTO PROPERTY OF C. T. & Co. — CUSTOMER X
CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

DEADLINE

8

CUSTOMER
—
C. T. & CO.
—
PHOTO PROPERTY OF
—
RETURN PHOTO
—
YES
—
NO

DIAL NO. 5A-H994 ORDER NO. 53697 DATE 5-15-1935

CUSTOMER T.A. NEUHOFF ADV. AGENCY,
BALTIMORE, MD.

6 M PG SIZE 3 1/2 x 5 1/2
PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full D. MYERS & SONS, INC. BALTIMORE, MD.

BOT: VIEW SHOWS A PORTION OF ONE OF THE MYERS
SHOE SALONS

RETOUCHING DEPARTMENT
Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

COLOR DESCRIPTION
SEE INSTRUCTIONS ATTACHED.

DEPT.
RETOUCHING
ENGRAVING
PHOTO LITHO
COMPOSING
LITHO ART

DATE COMPLETED

Photos for
this Customer

STYLEART COLORTONE, WHITE BORDER

(All of this on address side)

FRONT NO. 5 R. M. Yes No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint

PHOTO LITHO
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12
Prints each from Negatives MATTE or GLOSSY
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted
See Salesman, Customer, or Sample for Position, Office
DELIVER Straighten Photo
Negative — Line — Halftone — Combination. Screen 120
Dry — Wet — Pancromatic — Color Separation 133
Transfer — Paper Process — New Process. 150
Stripping — White Border — Full Face. 175
Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES

DUPLICATES ZINC COLOR PLATES

LINE & HALFTONE COMB COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
--------------------	--------------------	------------------	-----------------	---------------------	------------------	---------

SIZE — WIDE — HIGH SAME SIZE —
SCREEN 55 - 60 85 100 110 120 133 150

ETCHING DEPT PAINT IN BACKGROUND SOLID

FINISHING DEPT OUTLINE - OVAL - CIRCLE
SQUARE - LIKE COPY - VIGNETTE - HIGHLIGHT
WITH LINE WITHOUT LINE SPECIAL BORDER

ZINC ETCHINGS FROM COPIES

DUPLICATES COLOR PLATES

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
--------------------	--------------------	------------------	-----------------	---------------------	------------------	---------

SIZE — WIDE — HIGH SAME SIZE —

BLOCKING DEPT WOOD - MORTISE - ANCHOR
SOLID METAL FLUSH TOP FLUSH BOTTOM
FLUSH SIDES FLUSH ALL AROUND
UNMOUNTED WITH BEARERS
CUT TO PICAS (See Size)

PROOFS

FLAT GOOD IN COLORS SPECIAL STOCK
ELECTROTYPES EACH OF
ON WOOD METAL

PHOTO RETURNED
TO
PHOTO USED FOR

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. 5A-H995 ORDER NO. 53693 DATE 5-15-1935

CUSTOMER CAPITOL HOTEL,
AMARILLO, TEXAS

DEPT.
RETOUCHING
ENGRAVING
PHOTO LITHO
COMPOSING
LITHO ART

DATE COMPLETED

Photos for
this Customer

50 M PC SIZE 3 1/2 x 5 1/2

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full
CAPITOL HOTEL STEAK HOUSE
(ETC. AS PER LAYOUT)

STYLE PHOTO COLORIT, WHITE BORDER

(All of this on address side)

FRONT NO. 5 R. M. Yes No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit Sketch Layout Retouched Photo — Wash Drawing
Follow Layout

SEE LAYOUT ATTACHED.

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted
See Salesman, Customer, or Sample for Position, Office

DELIVER Straighten Photo

Negative — Line — Halftone — Combination. Screen 120
Dry — Wet — Pancromatic — Color Separation 133
Transfer — Paper Process — New Process. 150
Stripping — White Border — Full Face. 175
Blue Print Handcolor Black & White Proof. Titles—Red, Blue.

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES

DUPLICATES ZINC COLOR PLATES

LINE & HALFTONE COMB. COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
--------------------	--------------------	------------------	-----------------	---------------------	------------------	---------

ZINC ETCHINGS FROM COPIES

DUPLICATES COLOR PLATES

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
--------------------	--------------------	------------------	-----------------	---------------------	------------------	---------

SIZE WIDE HIGH SAME SIZE

BLOCKING DEPT. WOOD - MORTISE - ANCHOR
SOLID METAL FLUSH TOP FLUSH BOTTOM
FLUSH SIDES FLUSH ALL AROUND
UNMOUNTED WITH BEARERS
CUT TO PICAS (see size)

PROOFS

FLAT GOOD IN COLORS SPECIAL STOCK
ELECTROTYPES EACH OF
ON WOOD METAL

SIZE WIDE HIGH SAME SIZE

SCREEN 55 60 85 100 110 120 133 150

ETCHING DEPT. PAINT IN BACKGROUND SOLID

FINISHING DEPT. OUTLINE OVAL CIRCLE
SQUARE - LIKE COPY - VIGNETTE - HIGHLIGHT
WITH LINE WITHOUT LINE - SPECIAL BORDER

COLOR DESCRIPTION

NO
YES
RETURN PHOTO

DEADLINE

PHOTO RETURNED

TO

PHOTO USED FOR

5x7
H.C. 1 1/2
L.A. 10 1/2

CUSTOMER
|
PHOTO PROPERTY OF C. T. & CO.
|
RETURN PHOTO

DIAL NO. 5A-H996 ORDER NO. 53694 DATE 5-15-1935

CUSTOMER
MAYFAIR HOTEL CO.,
ST. LOUIS, MO.

DEPT.
RETOUCHING
ENGRAVING
PHOTO LITHO
COMPOSING
LITHO ART

DATE COMPLETED

Photos for
this Customer

50 M FC SIZE $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE PHOTO COLORIT, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full CORNER OF THE HOFBRAU - HOTEL MAYFAIR -
SAINT LOUIS

(name on back on 3A1064)

FRONT NO. 5 R. M. Yes No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

SEE INSTRUCTIONS ATTACH D.

PHOTO LITHO
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12
Prints each from Negatives MATTE or GLOSSY
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted
See Salesman, Customer, or Sample for Position, Office
DELIVER Straighten Photo
Negative — Line — Halftone — Combination.
Dry — Wet — Pancromatic — Color Separation.
Transfer — Paper Process — New Process.
Stripping — White Border — Full Face.
Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES

DUPLICATES ZINC COLOR PLATES

LINE & HALFTONE COMB COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
--------------------	--------------------	------------------	-----------------	---------------------	------------------	---------

SIZE WIDE HIGH SAME SIZE

SCREEN 55 60 65 100 110 120 133 150

ETCHING DEPT PAINT IN BACKGROUND SOLID

FINISHING DEPT OUTLINE OVAL CIRCLE
SQUARE - LIKE COPY - VIGNETTE - HIGHLIGHT
WITH LINE WITHOUT LINE - SPECIAL BORDER

ZINC ETCHINGS FROM COPIES

DUPLICATES COLOR PLATES

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
--------------------	--------------------	------------------	-----------------	---------------------	------------------	---------

SIZE WIDE HIGH SAME SIZE

BLOCKING DEPT WOOD - MORTISE - ANCHOR
SOLID METAL FLUSH TOP FLUSH BOTTOM
FLUSH SIDES FLUSH ALL AROUND
UNMOUNTED WITH DRAWERS
CUT TO PICAS (see size)

PROOFS

FLAT GOOD INCOLORS SPECIAL STOCK

ELECTROTYPES EACH OF
ON WOOD METAL

PHOTO RETURNED

TO

PHOTO USED FOR

NO
YES

7 1/2
134
A 13
C 1

COLOR DESCRIPTION
SEE INSTRUCTIONS ATTACHED.

62

HC 14
#84

FRANKFURT PHARMACY,
BEACH HAVEN, N. J.

NO. 5A-H997

ORDER NO. 53710

DATE 5-16-1935

6M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. NO

TITLE (IN FULL)

WATER SPORTS, BEACH
HAVEN, N. J.

IMPRINT JOHN E. FRANKFURT, BEACH
HAVEN, N. J.

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO. YES

PHOTO PROPERTY OF C. T. & Co.—

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

DEADLINE

3

JOHN E. FRANKFURT,
BEACH HAVEN, N. J.

NO. 5A-H998

ORDER NO. 53710

DATE 5-16-1935

6M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. NO

TITLE (IN FULL)

LITTLE EGG HARBOR

IMPRINT

SAME AS ABOVE

YACHT CLUB, BEACH HAVEN, N. J.

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO. YES

PHOTO PROPERTY OF C. T. & Co.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

DEADLINE

8 1/2
3

200 1/2
A9

JOHN E. FRANKFURT,
BEACH HAVEN, N. J.

NO. 5A-M999

ORDER NO. 53710

DATE 5-16-1935

6M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL)

BASKING IN THE SUN,
BEACH HAVEN, N. J.

IMPRINT

SAME AS ABOVE

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

YES

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

DEADLINE

10
6

5

2012
19

Minsky Bros & Co.,
Pittsburgh, Pa.

NO. 5A-H1000 ✓

ORDER NO. 53709

DATE 6/26/35

M

25

ART COLORTONE POST CARDS

WHITE BORDER

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. No

TITLE (IN FULL)

IMPRINT

East Liberty Presbyterian Church,
Pittsburgh, Pa.

same as above

Private NO. UPPER LEFT CORNER - 607
Put at top of Message Space "Pittsburgh
Promotes Progress"

COLOR DESCRIPTION
LIGHT GRAY STONE ALL OVER. COPPER TOP ON STEEPLE, GOLD CROSS. GRAY ROOF. DULL
COLORED ART WINDOW. LIGHT STONE CORNER & STEPS ON LEFT. REMOVE LUMBER &
MATERIAL AT ENTRANCE IN CENTER. REMOVE BOARDS ON TOP OF ROOF IN LOWER RIGHT
CORNER. REAR BLDGS. ON RIGHT GRAY & LIGHT GRAY. REAR BLDGS. ON LEFT BROWN &
GRAY. REMOVE SIGNS.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & CO. CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

DEADLINE

5

2013
A84

B. S. REYNOLDS CO.,
WASHINGTON, D. C.

3 1/2

NO. 5A-H1001

ORDER NO. 53708

DATE 5/27/35

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. NO

TITLE (IN FULL)

IMPRINT

U. S. SUPREME COURT, WASHINGTON, D. C.

B. S. REYNOLDS CO., 918 D ST.
NORTHWEST, WASHINGTON, D. C.

COLOR DESCRIPTION

WHITE MARBLE ALL OVER. CREAM TILE ROOF. BRONZE SASH
WHITE FLAG POLE. GOLD EAGLE ON TOP OF POLE. BRASS BASE. GREEN LAWN NEXT
TO BLDG. DARK STREET PAVING. REMOVE ALL AUTOMOBILES. WORK FOLIAGE ON
HEAD OR BARE LIMB ON TREE ON UPPER. REMOVE ROPES ON FLAG POLE ON LEFT.
REMOVE WOMAN IN CENTER.

SUBMIT: RET. PHOTO

☒ B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co. —

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

5

5-1/2

2e 1/4
A 8 1/4

B. S. REYNOLDS CO.,
WASHINGTON, D. C.

NO. 5A-H1002

ORDER NO. 53908

DATE 5/27/35

M
25 ART COLORED POST CARDS, WHITE BORDER

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. NO

IMPRINT

TITLE (IN FULL)

U. S. SUPREME COURT, WASHINGTON, D.C.

B. S. REYNOLDS CO., 918 D ST.
NORTH EST, WASHINGTON, D. C.

COLOR DESCRIPTION WHITE MARBLE ALL OVER. CREAM TILE R OF, WHITE MARLBE
STAIRCASE. BRASS RAILINGS ON STEPS DARK GRAY NARROW STAIRWAY. WHITE
MARBLE LAMP POSTS ON CORNER OF STEPS. REMOVE ALL PEOPLE AND AUTOMOBILE
GREEN LAWN NEXT TO BLDG. ON LEFT. REMOVE FIRST TWO LOWER LIMBS ON SMALL
TREE IN CENTER. OBSTURCTING STAIRWAY. GREEN LAWN AND SHURBERRY IN FOREGROUND
DARK STREET PAVING.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. -

CUSTOMER

X
CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

B. S. REYNOLDS CO.,
WASHINGTON, D C.

NO. 5A-H1003

ORDER NO. 53708

DATE 5/27/35

25 M ART COLORTONE POST CARDS, WHITE BORDER
(ALL OF THIS ON THE PICTURE SIDE) (ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.	FRONT NO. 1	R. M. NO
TITLE (IN FULL) DOUBLE CHERRY BLOSSOMS SHOWING CAPITOL DOME ACROSS POTOMAC GOLD COURSE, WASHINGTON, D. C.	IMPRINT B. S. REYNOLDS CO., 918 D ST. NORTHWEST, WASHINGTON, D.C.	
LATE BLOOMING DOUBLE CHERRY BLOSSOMS, POTOMAC PARK, WASHINGTON, D C.		

COLOR DESCRIPTION

BRIGHT PINK LARGE DOUBLE BLOSSOMS, SAME COLOR AS OTHER CHERRY BLOSSOM VIEWS.
GREEN LAWN. BLOSSOMS ARE ROSE, SAME COLOR AS PINK ROSE WHICH IS DARKER PINK
THAN THE JAPANESE CHERRY BLOSSOMS. CAPITOL DOME IN REAR CENTER MUST SHOW ~~XXRLX~~
CLEAR & DISTINCT, TWICE THE SIZE SHOWN ON PHOTO.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & CO. X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

DEADLINE

CUSTOMER
—
C. T. & CO.
—
PHOTO PROPERTY OF
—
RETURN PHOTO
YES
NO

DIAL NO. ⁴¹⁰⁰⁴ 5A-~~4976~~ ORDER NO. 53691 DATE 5-15-1935

CUSTOMER MILDRED LEE APTS.,
MIAMI BEACH, FLA.

6 M PC SIZE 3 1/2 x 5 1/2

PLACE OF TITLE (Upper) Lower, Center—Border — Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full MILDRED LEE APARTMENTS
MIAMI BEACH, FLORIDA

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

SEE INSTRUCTIONS ATTACHED.

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

*Returned photo to
Mabel 11/1/40
MW*

DEPT.
RETOUCHING
ENGRAVING
PHOTO LITHO
COMPOSING
LITHO ART

DATE COMPLETED

Photos for
this Customer

STYLE PHOTO COLORIT, WHITE BORDER

(All of this on address side)

FRONT NO. 5 R. M. Yes No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint

PHOTO LITHO
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12
Prints each from Negatives MATTE or GLOSSY
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted
See Salesman, Customer, or Sample for Position, Office
DELIVER Straighten Photo
Negative — Line — Halftone — Combination. Screen 120
Dry — Wet — Pancromatic — Color Separation. 133
Transfer — Paper Process — New Process. 150
Stripping — White Border — Full Face. 175
Blue Print — (Handcolor) — Black & White Proof. Titles — Red, Blue.

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES

DUPLICATES ZINC COLOR PLATES

LINE & HALFTONE COMB COLOR PROCESS

Extra Negative	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day

SIZE WIDE HIGH SAME SIZE
SCREEN 55 60 85 100 110 120 133 150

ETCHING DEPT. PAINT IN BACKGROUND SOLID

FINISHING DEPT. OUTLINE OVAL CIRCLE
SQUARE - LIKE COPY VIGNETTE HIGHLIGHT
WITH LINE WITHOUT LINE - SPECIAL BORDER

ZINC ETCHINGS FROM COPIES

DUPLICATES COLOR PLATES

Extra Negative	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day

SIZE WIDE HIGH SAME SIZE

BLOCKING DEPT. WOOD - MORTISE - ANCHOR
SOLID METAL FLUSH TOP FLUSH BOTTOM
FLUSH SIDES FLUSH ALL AROUND
UNMOUNTED WITH BRACKETS
CUT TO PICAS (see size)

PROOFS

FLAT - GOOD IN COLORS - SPECIAL STOCK
ELECTROTYPES EACH OF
ON WOOD METAL

PHOTO RETURNED

TO

PHOTO USED FOR

DALLAS POST CARDS,
DALLAS, TEXAS

NO. 5A-H1005 ✓

ORDER NO. 53700

DATE 5-16-1935

25M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) CLIFF TOWERS HOTEL
FROM LAKE CLIFFS, DALLAS, TEXAS

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT D.P.C.

Private no upper left corner - D.S.

COLOR DESCRIPTION

BLDG. BROWN BRICK, TOP STORIES GREY STONE. RED ROOF. DO NOT TAKE
OUT OVERHANGING TREES IN SKY.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & CO. — ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

THE GET UP

*Joe
get AR on front*

8

5 1/2

HE 1 1/2
A9

SERIES NO. S-302 C.T. BATHING SCENES

NO. 5A-H1006

ORDER NO. 56225

DATE 9-18-1935

6 M ART COLORT NE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) ~~SHIFTING SANDS~~ SHIFTING SANDS

PRIVATE NO. UPPER RIGHT CORNER: ~~31~~

S-311

Photo in 013 H 1478

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1

R. M.

NO

IMPRINT

SAME AS ABOVE

COLOR DESCRIPTION

~~5A-H1006 NO. 1A3527~~

~~Take out palm trees~~

Take out palm trees
& show more sky.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. -

X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO

PHOTO TICKET

A

WIT. ET. U7

Deadline

M

NO. ~~XXXXXXX~~ 5A-H1009 ✓

SERIES NO. S-302 C.T.BATHING SCENES

ORDER NO. 56225

DATE 2-10-1936

6 M ART COLORTONE POST CARD, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: ^{LEFT} UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL) *BEAUTY AND THE BEACH"

IMPRINT SAME AS ABOVE

PRIVATE NO. UPPER RIGHT CORNER: S-320

COLOR DESCRIPTION

USE PHOTO N. 4A-H653 *Take out palm tree & branches*

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & Co. - X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

DEADLINE

M

A9

2 1/2

NO. 5A-H1010

ORDER NO. 53749

DATE 9-3-1935

SERIES NO. S-301 C.T. OIL FIELD SCENES

6 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) OIL FIELD

(ALL OF THIS ON THE ADDRESS SIDE)
FRONT NO. 1 R. M. NO
IMPRINT SAME AS ABOVE

PRIVATE NO. UPPER RIGHT CORNER-

~~S-301~~ S-305

COLOR DESCRIPTION

USE PHOTO ON BACK OF FOLDER COVER NO. D-1679.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & CO. - X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

6

200 1 1/2
11-8 3/4

SERIES NO. S-301 C.T. OIL FIELD
SCENES

NO. 5A-H1011 ✓

ORDER NO. 53749

DATE 9-3-1935

6 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: ^{LEFT} UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL) OIL FIELD

IMPRINT SAME AS ABOVE

PRIVATE NO. UPPER RIGHT CORNER-

~~S-301~~ S-306

COLOR DESCRIPTION

USE PHOTO NO. 2027-30. CHANGE ALL ROOFS TO SLATE COLOR.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & Co. - ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET



20 1/2
A-9

2

SERIES NO. S-301 C.T. OIL FIELD
SCENES

NO. 5A-H1012 ✓

ORDER NO. 53749

DATE 9-3-1935

6 M ART COLORTON E POST CARD, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: ^{LEFT}UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL) SPINDLE TOP OIL FIELD

IMPRINT : SAME AS ABOVE

PRIVATE NO. UPPER RIGHT CORNER-
S-307

COLOR DESCRIPTION

USE PHOTO NO. 119450.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. - ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

PAID 100 CENTS

12

CUSTOMER
—
PHOTO PROPERTY OF C. T. & CO.
—
RETURN PHOTO YES NO

DIAL NO. 5A-H1014 ORDER NO. 53748 DATE 5-17-1935

CUSTOMER TOURO INFIRMARY,
NEW ORLEANS, LA.

25 M PC GROUP (2) SIZE 3 1-2 X 5 1-2

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full

THE MAIN LOBBY, XROUTX
TOURO INFIRMARY
AND COURTYARD

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

SEE LAYOUT & INSTRUCTIONS ATTACHED.

COLOR DESCRIPTION

SEE LAYOUT & INSTRUCTIONS ATTACHED.

DEPT.
RETOUCHING
ENGRAVING
PHOTO LITHO
COMPOSING
LITHO ART

DATE COMPLETED

Photos for
this Customer

STYLE ART COLORTONE
WHITE BORDER

(All of this on address side)

FRONT NO. 5

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER

Straighten Photo

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES

DUPLICATES ZINC COLOR PLATES

LINE & HALFTONE COMB COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
--------------------	--------------------	------------------	-----------------	---------------------	------------------	---------

SIZE WIDE HIGH SAME SIZE

SCREEN 55 - 60 - 85 100 110 120 133 150.

ETCHING DEPT PAINT IN BACKGROUND SOLID

FINISHING DEPT OUTLINE - OVAL - CIRCLE
SQUARE - LIKE COPY - VIGNETTE - HIGHLIGHT
WITH LINE - WITHOUT LINE - SPECIAL BORDER

ZINC ETCHINGS FROM COPIES

DUPLICATES COLOR PLATES

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
--------------------	--------------------	------------------	-----------------	---------------------	------------------	---------

SIZE WIDE HIGH SAME SIZE

BLOCKING DEPT. WOOD - MORTISE - ANCHOR

SOLID METAL FLUSH TOP FLUSH BOTTOM

FLUSH SIDES FLUSH ALL AROUND

UNMOUNTED WITH BEARERS

CUT TO PICAS (see size)

PROOFS

FLAT - GOOD - IN COLORS - SPECIAL STOCK

ELECTROTYPES EACH OF
ON WOOD METAL

PHOTO RETURNED TO PHOTO USED FOR

Ret
H.C.
L.A.
1
1 1/2
1 1/2
C 1/2

20 1/2
A8 3/4

HILLSBORO NEWS CO.,
TAMPA, FLA.

NO. 5A-H1015
ORDER NO. 53768
DATE 5-17-1935

25^M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) ENTRANCE TO DAVIS

ISLANDS (MAN MADE RESIDENTIAL
SECTION) TAMPA, FLORIDA

(ALL OF THIS ON THE ADDRESS SIDE)
FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

2 b. images

COLOR DESCRIPTION

BRIDGE LIGHT GRAY STONE, COPPER LAMPS ON POST. BLDG. CREAM STUCCO.
SPANISH STYLE RED TILE ROOF. 2 OLEANDER BUSHES IN FOREGROUND RED.
BLOSSOMS. OLEANDERS ALL ALONG OPPOSITE SHORE ARE RED, PINK WHITE.
TAKE OUT LETTERING.

RETURN PHOTO TO- TAMPA CHAMBER OF COMMERCE,
P.O. BOX 420, TAMPA, FLA.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & Co. - CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

2c 1 1/2
A 1 1/2

HILLSBORO NEWS CO.,
TAMPA, FLA.

NO. 5A-H1016

ORDER NO. 53768

DATE 5-18-1935

25M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) COURT HOUSE SQUARE,

SHOWING CITY HALL AND TAMPA TERRACE
HOTEL, TAMPA, FLA FLORIDA

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

SEE TISSUE FOR COLORS.

*2 blueprints
photo in 5B41002*

In folder Cover

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

20 1/2
A9

HILLSBORO NEWS CO.,
TAMPA, FLA.

NO. 5A-H1017
ORDER NO. 53768
DATE 5-18-1935

25M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) PICTURESQUE UNIVERSITY
OF TAMPA AND TROPICAL FOLIAGE,
TAMPA, FLORIDA

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

2 blueprints

COLOR DESCRIPTION

SEE CARD ATTACHED. RED BRICK BLDG. WHITE TRIM. TOWERS A SILVERY
GREY WITH GOLD MOON ON TOP.

in folder cover

RETURN PHOTO TO - TAMPA CHAMBER OF COMMERCE,
P.O. BOX 420, TAMPA, FLA.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & CO. - CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

THE SET UP

HILLSBORO NEWS CO.,
TAMPA, FLA.

NO. 5A-H1018

ORDER NO. 53768

DATE 5-18-1935

25^M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)
TAMPA SKYLINE FROM
DAVIS ISLAND, TAMPA, FLORIDA

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

2 2 blueprints

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

RETURN PHOTO TO - TAMPA CHAMBER OF COMMERCE
P.O. BOX 420, TAMPA, FLA.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & CO. CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

~~⊗~~

20 1 1/2
A11

HILLSBORO NEWS CO.,
TAMPA, FLA.

NO. 5A-H1019
ORDER NO. 53769
DATE 5-18-1935

12M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)	(ALL OF THIS ON THE ADDRESS SIDE)
PLACE OF TITLE: <u>UPPER</u> LOWER, CENTER - BORDER.	FRONT NO. 1 R. M. NO
TITLE (IN FULL) FLORIDA FAIR IN FULL SWING AT TAMPA, FLORIDA	IMPRINT SAME AS ABOVE
	2 blimps

COLOR DESCRIPTION
SEE TISSUE ATTACHED.
RETURN PHOTO TO - TAMPA CHAMBER OF COMMERCE,
P.O. BOX 420, TAMPA, FLA.

Photo - 79348

SUBMIT: RET. PHOTO	B. L. & W. PROOF	HANDCOL PROOF	RETURN PHOTO.
PHOTO PROPERTY OF C. T. & Co. - NO CUSTOMER	X		
CURT TEICH & COMPANY, INC., CHICAGO PHOTO TICKET			

TYPE HERE UP

HILLSBORO NEWS CO.,
TAMPA, FLA.

NO. 5A-H1020

ORDER NO. 5-18-1935

DATE

12M500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) DAVIS ISLAND COUNTRY

CLUB, TAMPA, FLORIDA

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

2. blueprints

COLOR DESCRIPTION

CREAM STUCCO BLDG. WITH BLIGHT TINT OF PINK. SPANISH XXXXX
STYLE MOTTLED RED TILE ROOF. RED HIBISCUS BUSHES AT ENTRANCE.
OLEANDER BUSHES (HIGH) 1 RED, 1 WHITE, 1 PINK, ETC. PRETTY GREEN
LAWN. ASPHALT ROAD. PINK OLEANDER BUSH IN FOREGROUND.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. — X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET

NO. 5A-H1021

ORDER NO. 53769

DATE 5-18-1935

HILLSBORO NEWS CO.,
TAMPA, FLA.

12M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) FLORIDA AVENUE

LOOKING SOUTH FROM POST OFFICE,
TAMPA, XXXX FLORIDA

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

2 blueprints

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & Co. — ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

DEADLINE

201 1/2
A 8 3/4

HILLSBORO NEWS CO.,
TAMPA, FLA.

NO. 5A-H1022

ORDER NO. 53769

DATE 5-18-1935

12 M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER LOWER. CENTER - BORDER.

TITLE (IN FULL) RESIDENTIAL SECTION

ALONG BAYSHORE DRIVE, TAMPA,
FLORIDA

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

2 blueprints

COLOR DESCRIPTION

BLDGS. ARE SOME SLATE COLOR ROOF. SOME RED TILE. CREAM STUCCO BLDGS.
& RED BRICK & GRAY. TAKE OUT FENCE ALONG SEAWALL. BRING OUT PALMS.
RED FLOWERS ON HEDGE IN FOREGROUND. SHOW GOOD COLOR IN CHAIRS IN
FOREGROUND. LAMP POSTS GREEN.

RETURN PHOTO TO- TAMPA CHAMBER OF COMMERCE
P.O. BOX 420, TAMPA,
FLA.

SUBMIT: RET. PHOTO
PHOTO PROPERTY OF C. T. & CO.—

B. L. & W. PROOF
CUSTOMER X

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

HILLSBORO NEWS CO.,
TAMPA, FLA.

NO. 5A-H1023

ORDER NO. 53769

DATE 5-18-1935

12M500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) FRANKLIN STREET

LOOKING SOUTH BY NIGHT, TAMPA,
FLA.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

2 blueprints

COLOR DESCRIPTION

COLORS AS PER TISSUE ATTACHED. PUT IN MOON. DO NOT MAKE TOO DARK.
TAKE OFF FROM FOREGROUND TO MISS LOW BLDGS. TAKE OUT XXXX LETTERING

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & Co. — ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE UP

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL No. 5A-H1024 ORDER NO. 53772 DATE May 21, 1935

CUSTOMER MERCHANTS & MINERS TRANSP. CO.,
BALTIMORE, MD.

DEPT.
RETOUCHING
ENGRAVING
PHOTO LITHO
COMPOSING
LITHO ART

DATE COMPLETED

Photos for
this Customer

100 POST CARDS SIZE 3 1/2 X 5 1/2

PLACE OF TITLE Upper Lower Center Bordered — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full

MERCHANTS & MINERS LINE

STYLEART COLOR TONE WHITE BORDER

(All of this on address side)

FRONT NO. XX 5 R. M. Yes No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

SEE SKETCH ATTACHED

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12
Prints each from _____ Negatives MATTE or GLOSSY
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted
See Salesman, Customer, or Sample for Position, Office
DELIVER Straighten Photo
Negative — Line — Halftone — Combination. Screen 120
Dry — Wet — Panormatic — Color Separation. Screen 133
Transfer — Paper Process — New Process. Screen 150
Stripping — White Border — Full Face. Screen 175
Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.

COLOR DESCRIPTION

ENGRAVING DEPARTMENT

HALFTONES FROM _____ COPIES

DUPLICATES _____ ZINC COLOR PLATES

LINE & HALFTONE COMB. _____ COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
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SIZE _____ WIDE _____ HIGH SAME SIZE
SCREEN - 55 - 60 - 85 - 100 - 110 - 120 - 133 - 150

ETCHING DEPT. PAINT IN BACKGROUND SOLID

FINISHING DEPT. OUTLINE OVAL CIRCLE
SQUARE - LIKE COPY VIGNETTE HIGHLIGHT
WITH LINE - WITHOUT LINE - SPECIAL BORDER

ZINC ETCHINGS FROM _____ COPIES

DUPLICATES _____ COLOR PLATES

LINE & HALFTONE COMB. _____ COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
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SIZE _____ WIDE _____ HIGH SAME SIZE

BLOCKING DEPT. WOOD - MORTISE - ANCHOR
SOLID METAL FLUSH TOP FLUSH BOTTOM
FLUSH SIDES FLUSH ALL AROUND
UNMOUNTED WITH BEARERS
CUT TO PICAS (See size)

PROOFS

FLAT GOOD INCOLORS SPECIAL STOCK
ELECTROTYPES EACH OF
ON WOOD METAL

PHOTO RETURNED

TO

PHOTO USED FOR

Ret 2 1/2
H.C 1 1/2
L.A 9 3/4

RETURN PHOTO YES NO

7-17
H.C-26

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. 5A-H1025 ORDER NO. 53773 DATE 6-6-1935

CUSTOMER LOVEJOY HOTEL SYSTEM,
NASHVILLE, TENN.

25 M FC GROUP (4) SIZE 3½ x 5½

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full LOVEJOY HOTEL SYSTEM

(ETC. AS PER LAYOUT)

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

COLOR DESCRIPTION

*Photo ret Hotel Tulane
Sunday*

RETURN PHOTO YES NO

DEPT.
RETOUCHING
ENGRAVING
PHOTO LITHO
COMPOSING
LITHO ART

DATE COMPLETED

Photos for
this Customer

STYLE ART COLORTONE, WHITE BORDER

(All of this on address side)

FRONT NO. 5 R. M. Yes No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint

G.T. IMPRINT IN CENTER. AT LEFT: HARRY G.
BROWN, NO. 2409 EAST FIFTH ST., CHATTANOOGA,
TENN.

PHOTO LITHO
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted
See Salesman, Customer, or Sample for Position, Office

DELIVER Straighten Photo

Negative — Line — Halftone — Combination. Screen 120
Dry — Wet — Pancromatic — Color Separation. Screen 133
Transfer — Paper Process — New Process. Screen 150
Stripping — White Border — Full Face. Screen 175
Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES

DUPLICATES ZINC COLOR PLATES

LINE & HALFTONE COMB COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
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ZINC ETCHINGS FROM COPIES

DUPLICATES COLOR PLATES

LINE & HALFTONE COMB COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
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SIZE WIDE HIGH SAME SIZE

BLOCKING DEPT WOOD - MORTISE - ANCHOR
SOLID METAL FLUSH TOP FLUSH BOTTOM
FLUSH SIDES FLUSH ALL AROUND
UNMOUNTED WITH BRASSERS
CUT TO PICAS (see size)

PROOFS

FLAT GOOD IN COLORS SPECIAL STOCK

ELECTROTYPES EACH OF
ON WOOD METAL

SIZE WIDE HIGH SAME SIZE

SCREEN 55 60 85 100 110 120 133 150

ETCHING DEPT PAINT IN BACKGROUND SOLID

FINISHING DEPT OUTLINE OVAL CIRCLE
SQUARE - LIKE COPY VIGNETTE HIGHLIGHT
WITH LINE - WITHOUT LINE - SPECIAL BORDER

PHOTO RETURNED

TO

PHOTO USED FOR

CURT TEICH & CO., INC.,
CHICAGO, ILL.

NO. 5A-H1026

ORDER NO. 53784

DATE 5/21/35

8 3/4
6 M ART COLORTONE POST CARDS, WHITE BORDER
(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

NO TITLE

FRONT NO. 1

R. M. NO

IMPRINT

COLOR DESCRIPTION

See N.C. Painting

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co. — ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET 11

6
DEADLINE

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL No. 5A-H1027

ORDER NO. 53779

DATE May 21, 1935

DEPT.
RETOUCHING
ENGRAVING
PHOTO LITHO
COMPOSING
LITHO ART

DATE COMPLETED

Photos for
this Customer

CUSTOMER The HEEKIN COMPANY,
CINCINNATI, OHIO

25 M POST CARDS SIZE $3\frac{1}{2} \times 5\frac{1}{2}$

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full

OLD KENTUCK BAKING POWDER

(ETC. AS PER LAYOUT)

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

SEE SKETCH

COLOR DESCRIPTION

STYLE ART COLORTONE FULL FACE

(All of this on address side)

FRONT NO. 5

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER

Straighten Photo

Negative — Line — Halftone — Combination.

120

Dry — Wet — Pancromatic — Color Separation.

133

Transfer — Paper Process — New Process.

150

Stripping — White Border — Full Face.

175

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES

DUPLICATES — ZINC COLOR PLATES

LINE & HALFTONE COMB — COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
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ZINC ETCHINGS FROM COPIES

DUPLICATES — COLOR PLATES

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
--------------------	--------------------	------------------	-----------------	---------------------	------------------	---------

SIZE — WIDE — HIGH. SAME SIZE.

BLOCKING DEPT. WOOD - MORTISE - ANCHOR
SOLID METAL - FLUSH TOP - FLUSH BOTTOM
FLUSH SIDES - FLUSH ALL AROUND
UNMOUNTED WITH BEARERS
CUT TO PICAS (see size)

PROOFS

FLAT — GOOD — INCOLORS — SPECIAL STOCK
ELECTROTYPES EACH OF
ON WOOD — METAL

SIZE — WIDE — HIGH. SAME SIZE.

SCREEN - 55 60 85 100 110 120 133 150.

ETCHING DEPT. PAINT IN BACKGROUND SOLID

FINISHING DEPT. OUTLINE - OVAL - CIRCLE
SQUARE - LIKE COPY - VIGNETTE - HIGHLIGHT
WITH LINE - WITHOUT LINE - SPECIAL BORDER

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR

make DK. BLUE IMPRESSION

make Red — " —

1

3

CUSTOMER

PHOTO PROPERTY OF C. T. & CO.

NO

YES

RETURN PHOTO

DIAL No. 5A-H1028

ORDER NO. 53797

DATE MAY 21, 1935

CUSTOMER JOHNSON APT. HOTEL,
XXX MIAMI, FLA.

DEPT.
RETOUCHING
ENGRAVING
PHOTO LITHO
COMPOSING
LITHO ART

DATE COMPLETED

Photos for
this Customer

12 1/2" POST CARDS

SIZE 3 1/2" X 5 1/2"

STYLE PHOTO COLORIT WHITE BORDER

(All of this on address side)

PLACE OF TITLE Upper Lower Center Border — Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full

FRONT NO. 5 R. M. Yes No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint

JOHNSON APARTMENT HOTEL MIAMI, FLORIDA

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

PHOTO LITHO
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12
Prints each from Negatives MATTE or GLOSSY
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted
See Salesman, Customer, or Sample for Position, Office
DELIVER Straighten Photo
Negative — Line — Halftone — Combination. Screen 120
Dry — Wet — Pancromatic — Color Separation 133
Transfer — Paper Process — New Process. 150
Stripping — White Border — Full Face. 175
Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.

SEE INSTRUCTIONS ATTACHED

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES

ZINC ETCHINGS FROM COPIES

DUPLICATES. ZINC COLOR PLATES

DUPLICATES. COLOR PLATES

LINE & HALFTONE COMB. COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day

SIZE. WIDE. HIGH. SAME SIZE.

SCREEN - 55 - 60 - 85 - 100 - 110 - 120 - 133 - 150

ETCHING DEPT. PAINT IN BACKGROUND SOLID

FINISHING DEPT. OUTLINE - OVAL - CIRCLE
SQUARE - LIKE COPY - VIGNETTE - HIGHLIGHT
WITH LINE - WITHOUT LINE - SPECIAL BORDER

SIZE. WIDE. HIGH. SAME SIZE.

BLOCKING DEPT. WOOD - MORTISE - ANCHOR
SOLID METAL - FLUSH TOP - FLUSH BOTTOM
FLUSH SIDES - FLUSH ALL AROUND
UNMOUNTED WITH BEARERS
CUT TO PICAS (see size)

PROOFS

FLAT. GOOD. IN COLORS. SPECIAL STOCK

ELECTROTYPES EACH OF
ON WOOD METAL

PHOTO RETURNED

TO

PHOTO USED FOR

Flat Work
10.00

CUSTOMER

PHOTO PROPERTY OF C. T. & CO.

YES NO

RETURN PHOTO

DIAL NO. 5A-H1029 ORDER NO. 58917

DATE MAY 21, 1935

DEPT.
RETOUCHING
ENGRAVING
PHOTO LITHO
COMPOSING
LITHO ART

DATE COMPLETED

CUSTOMER WARREN GREEN HOTEL,
WARRENTON, VA.

Photos for
this Customer

12 1/2 M POST CARDS SIZE 3 1/2 X 5 1/2

STYLE ART COLORTONE, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full

FRONT NO. 5

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

WARREN GREEN HOTEL, WARRENTON, VA.

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

PHOTO LITHO
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted
See Salesman, Customer, or Sample for Position, Office

DELIVER

Straighten Photo

Negative — Line — Halftone — Combination.

Dry — Wet — Panchromatic — Color Separation

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.

Screen
120
133
150
175

COLOR DESCRIPTION

CORNICES
DARK RED BRICK, WHITE PORCHES AND ~~SCREENS~~ AND
SASH. SLATE ROOF. GREEN SHUTTERS. BROWNISH
GREY STONE WALL.

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES

ZINC ETCHINGS FROM COPIES

DUPLICATES ZINC COLOR PLATES

DUPLICATES COLOR PLATES

LINE & HALFTONE COMB COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day

SIZE WIDE HIGH SAME SIZE

SCREEN - 55 - 60 - 85 - 100 - 110 - 120 - 133 - 150.

ETCHING DEPT. PAINT IN BACKGROUND SOLID

FINISHING DEPT. OUTLINE OVAL - CIRCLE
SQUARE - LIKE COPY - VIGNETTE - HIGHLIGHT
WITH LINE - WITHOUT LINE - SPECIAL BORDER

SIZE WIDE HIGH, SAME SIZE

BLOCKING DEPT. WOOD - MORTISE - ANCHOR
SOLID METAL - FLUSH TOP - FLUSH BOTTOM
FLUSH SIDES - FLUSH ALL AROUND
UNMOUNTED WITH BEARERS
CUT TO PICAS (see size)

PROOFS

FLAT GOOD IN COLORS SPECIAL STOCK

ELECTROTYPES EACH OF
ON WOOD METAL

PHOTO RETURNED

TO

PHOTO USED FOR

PHOTO PROPERTY OF C. T. & CO.

NO

YES

RETURN PHOTO

DIAL No. 5A-H1030 ORDER NO. 53815

DATE MAY 21, 1935

CUSTOMER B. S. REYNOLDS CO.,
WASHINGTON, D. C.

DEPT.
RETOUCHING
ENGRAVING
PHOTO LITHO
COMPOSING
LITHO ART

DATE COMPLETED

Photos for
this Customer

25 M POST CARDS SIZE 3 1/2 X 5 1/2

STYLE ART COLOR TONE, WHITE BORDER

(All of this on address side)

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full

FRONT NO. 5

R. M. Yes No

R. M. to cover part of Mss. Space, entire Mss. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

THE METHODIST BUILDING, WASHINGTON, D. C.

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

PHOTO LITHO
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER Straighten Photo

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.

120
133
150
175

COLOR DESCRIPTION

FUT LIGHT FOLIAGE ON TREES. ALL SHRUBBERY
DARK GREEN. BUILDING IS LIGHT LIMESTONE.
CORNICES LIGHT GREY.

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES

DUPLICATES ZINC COLOR PLATES

LINE & HALFTONE COMB COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
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SIZE WIDE HIGH SAME SIZE

SCREEN - 55 - 60 - 85 - 100 - 110 - 120 - 133 - 150.

ETCHING DEPT. PAINT IN BACKGROUND SOLID

FINISHING DEPT. OUTLINE OVAL - CIRCLE
SQUARE - LIKE COPY - VIGNETTE HIGHLIGHT
WITH LINE - WITHOUT LINE - SPECIAL BORDER

ZINC ETCHINGS FROM COPIES

DUPLICATES COLOR PLATES

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
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SIZE WIDE HIGH SAME SIZE

BLOCKING DEPT. WOOD - MORTISE - ANCHOR
SOLID METAL - FLUSH TOP - FLUSH BOTTOM
FLUSH SIDES - FLUSH ALL AROUND
UNMOUNTED WITH BEARERS
CUT TO PICAS (see size)

PROOFS

FLAT GOOD INCOLORS SPECIAL STOCK

ELECTROTYPES EACH OF
ON WOOD METAL

PHOTO RETURNED

TO

PHOTO USED FOR

Ret. 8
center cut
200 1/2
A-94
C-1/2

S. H. KRESS & CO ,
LAREDO, TEXAS

NO. 5A- H1032

ORDER NO. 53893

DATE 5/23/35

6M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R.M. NO

IMPRINT NONE

TITLE (IN FULL)

INTERNATIONAL BRIDGE BETWEEN
LAREDO, TEXAS AND NUEVO LAREDO,
MEXICO

PUT IN STAMP SPACE "PLACE
STAMP HERE" & "MADE IN
U.S.A."

COLOR DESCRIPTION

PUT IN SKY IN RED LETTERS: TEXAS

PUT IN LOWER RIGHT IN SHRUBS: MEXICO

TAKE OUT LETTERING BRIDGE GREY

Story in red
title

Photo in
1B H2137

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

DEADLINE

CUSTOMER

PHOTO PROPERTY OF C. T. & CO.

NO

YES

RETURN PHOTO

DIAL NO. 5A-H1033

ORDER NO. 53823

DATE

5-21-1935

CUSTOMER

LEBOLT & CO., INC.,
CHICAGO, ILL.DEPT.
RETOUCHING
ENGRAVING
PHOTO LITHO
COMPOSING
LITHO ART

DATE COMPLETED

Photos for
this Customer

25 MFC

SIZE

3 1/2 x 5 1/2

STYLE ART COLORTONE, WHITE BORDER

(All of this on address side)

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full BOTTOM: LEBOLT & COMPANY - 33 N. STATE
ST., COR. WASHINGTON

FRONT NO.

5

R. M.

Yes

No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No ImprintTOP, ON 12 1/2 M: SUGGESTIONS FOR GRADUATION AND
CONFIRMATION GIFTS

TOP, ON 12 1/2 M: TIMELY GIFT SUGGESTIONS

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

SEE SKETCH ATTACHED.

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from — Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted
See Salesman, Customer, or Sample for Position, Office

DELIVER

Straighten Photo

Negative — Line — Halftone — Combination. 120
Dry — Wet — Pancromatic — Color Separation 133
Transfer — Paper Process — New Process. 150
Stripping — White Border — Full Face. 175
Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.

ENGRAVING DEPARTMENT

HALFTONES FROM — COPIES

DUPLICATES — ZINC COLOR PLATES

LINE & HALFTONE COMB — COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
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SIZE — WIDE — HIGH SAME SIZE

SCREEN 55 60 65 100 110 120 133 150

ETCHING DEPT PAINT IN BACKGROUND SOLID

FINISHING DEPT OUTLINE OVAL CIRCLE
SQUARE - LIKE COPY - VIGNETTE HIGHLIGHT
WITH LINE WITHOUT LINE SPECIAL BORDER

ZINC ETCHINGS FROM — COPIES

DUPLICATES — COLOR PLATES

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
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SIZE — WIDE — HIGH SAME SIZE

BLOCKING DEPT WOOD - MORTISE - ANCHOR
SOLID METAL - FLUSH TOP - FLUSH BOTTOM
FLUSH SIDES - FLUSH ALL AROUND
UNMOUNTED WITH DEAFERS
CUT TO PICAS (see size)

PROOFS

FLAT - GOOD - IN COLORS - SPECIAL STOCK
ELECTROTYPES EACH OF
ON WOOD METAL

PHOTO RETURNED

TO

PHOTO USED FOR

DEADLINE
DEADLINEHC 1/14
HC 9 3/4

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. 5A-H1034 ORDER NO. 53861 DATE 5-23-1935

CUSTOMER HOTEL CENTRE,
KEANSBURG, N. J.

DEPT.
RETOUCHING
ENGRAVING
PHOTO LITHO
COMPOSING
LITHO ART

DATE COMPLETED

Photos for
this Customer

12 M 500 PC SIZE 3 1-2 X 5 1-2

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full TOP KEANSBURGSS WONDER BAR

BOT HOTEL CENTRE BAR - 67 CARR AVE.,
KEANSBURG, NEW JERSEY

STYLE ART COLORTONE, WHITE

(All of this BORDER)

FRONT NO. 5

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted
See Salesman, Customer, or Sample for Position, Office

DELIVER

Straighten Photo

Negative — Line — Halftone — Combination.

Screen 120

Dry — Wet — Pancromatic — Color Separation.

133

Transfer — Paper Process — New Process.

150

Stripping — White Border — Full Face.

175

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES

ZINC ETCHINGS FROM COPIES

DUPLICATES ZINC COLOR PLATES

DUPLICATES COLOR PLATES

LINE & HALFTONE COMB. COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
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Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
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SIZE WIDE HIGH SAME SIZE

SCREEN 50 60 85 100 110 120 133 150

ETCHING DEPT PAINT IN BACKGROUND SOLID

FINISHING DEPT OUTLINE - OVAL - CIRCLE
SQUARE - LIKE COPY - VIGNETTE - HIGHLIGHT
WITH LINE WITHOUT LINE - SPECIAL BORDER

SIZE WIDE HIGH SAME SIZE

BLOCKING DEPT. WOOD - MORTISE - ANCHOR
SOLID METAL - FLUSH TOP - FLUSH BOTTOM
FLUSH SIDES FLUSH ALL AROUND
UNMOUNTED WITH BRACKETS
CUT TO PICAS (see size)

PROOFS

FLAT - GOOD - IN COLORS - SPECIAL STOCK

ELECTROTYPES EACH OF
ON WOOD METAL

PHOTO RETURNED

TO

PHOTO USED FOR

RETURN PHOTO YES NO

Ret 3 1/2
HC 1 1/2
A 11
C 1/2

CUSTOMER

DIAL No. 5A-H1035 ORDER NO. 53692 DATE 5/23/35

CUSTOMER HERALD HOTEL,
SAN FRANCISCO

DEPT.
RETOUCHING
ENGRAVING
PHOTO LITHO
COMPOSING
LITHO ART

DATE COMPLETED

Photos for
this Customer

PHOTO PROPERTY OF C. T. & CO.

12-1/2" M PC GROUP (3) SIZE 3 1/2" X 5 1/2"

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full

HERALD HOTEL (ETC. AS PER LAYOUT)

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

SEE SKETCH ATTACHED

COLOR DESCRIPTION

STYLEART COLORTONE

(All of this on address side)

FRONT NO. 5 R. M. Yes No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint

PHOTO LITHO
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12
Prints each from Negatives MATTE or GLOSSY
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted
See Salesman, Customer, or Sample for Position, Office
DELIVER Straighten Photo

Negative — Line — Halftone — Combination. Screen 120
Dry — Wet — Pancromatic — Color Separation. Screen 133
Transfer — Paper Process — New Process. Screen 150
Stripping — White Border — Full Face. Screen 175
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES

DUPLICATES ZINC COLOR PLATES

LINE & HALFTONE COMB COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
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ZINC ETCHINGS FROM COPIES

DUPLICATES COLOR PLATES

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
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SIZE WIDE HIGH SAME SIZE

BLOCKING DEPT WOOD - MORTISE - ANCHOR
SOLID METAL FLUSH TOP FLUSH BOTTOM
FLUSH SIDES FLUSH ALL AROUND
UNMOUNTED WITH DEARERS
CUT TO PICAS (see size)

PROOFS

FLAT GOOD INCOLORS SPECIAL STOCK
ELECTROTYPES EACH OF
ON WOOD METAL

SIZE WIDE HIGH SAME SIZE

SCREEN 55 60 65 100 110 120 132 150

ETCHING DEPT PAINT IN BACKGROUND SOLID

FINISHING DEPT OUTLINE OVAL CIRCLE
SQUARE - LIKE COPY - VIGNETTE HIGHLIGHT
WITH LINE - WITHOUT LINE - SPECIAL BORDER

PHOTO RETURNED

TO

PHOTO USED FOR

RETURN PHOTO

YES

NO

DEADLINE

DEADLINE

2
7

S. H. KRESS & CO ,
LAREDO, TEXAS

NO. 5A-H1036

ORDER NO. 35893

DATE 5/23/35

6 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)
PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL)

SCENIC HIGHWAY BETWEEN LAREDO
TEXAS AND MONTERREY, MEXICO

(ALL OF THIS ON THE ADDRESS SIDE)
FRONT NO. 1 R. M. NO

IMPRINT NONE

*Order: Same as before
"Clare Stamp Here" & make int. S.G.*

COLOR DESCRIPTION

TAKE OUT LETTERING

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & Co. — CUSTOMER ☒

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

DEADLINE

25 1/2
9 3/4

C. W. HUGHES & CO., INC.,
MECHANICVILLE, N. Y.

NO. 5A-H1038

ORDER NO. 53890

DATE 5/23/35

25 M ART COLORTONE POST CARDS, WHITE BORDER
(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

THE GIDEON PUTNAM

BOT- NEW 90 ROOM HOTEL AT SARATOGA
SPA, SARATOGA SPRINGS, N. Y.

PRIVATE NO. 3/4" FROM RIGHT EDGE IN UPPER
BORDER- 203

COLOR DESCRIPTION

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1

R. M. YES No

IMPRINT SAME AS ABOVE

PILLARS & CHIMNEYS STONE. ROOFS BLACK SLATE BLDG. RED BRICK (SEE 3A-H1045

3A-H1045 CARD) NOT QUITE SO DEEP A RED

PUT CLOUDS IN SKY

SUBMIT: RET. PHOTO
PHOTO PROPERTY OF C. T. & CO.—

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

1935 MAY 27

Get card

delivered
5/27/35

DEADLINE

200 1 1/2
6 11 1/2

C. W. HUGHES & CO., INC.,
MECHANICVILLE, N. Y.

NO. 5A-H1039

ORDER NO. 53890

DATE 5/23/35

25 M ART COLORTONE, POST CARDS, WHITE BORDER
(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT No. 1

R. M. ~~YES~~ No

TITLE (IN FULL)

IMPRINT

RECREATION CENTRE AT SARATOGA SPA,
SARATOGA SPRINGS, N. Y.

SAME AS ABOVE

PRIVATE NO. 1/4" FROM RIGHT EDGE IN UPPER
BORDER ---292

COLOR DESCRIPTION

BLDGS. RED BRICK (SEE 3A-H1045 CARD) NOT QUITE SO DEEP A RED.

PILLARS AND CHIMNEYS STONE. SWIMMING POOL IN CENTER

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

DEADLINE

HE 1 1/2
AS 3/4

C. W. HUGHES & CO., INC.,
MECHANICVILLE, N. Y.

NO. 5A-111040
ORDER NO. 53870

DATE 5/25/35

25 M ART COLORTONE POST CARDS, WHITE BORDER
(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. ~~YES~~

No

TITLE (IN FULL)

IMPRINT

EAST BATH HOUSE AT SARATOGA SPA,
SARATOGA SPRINGS, N. Y.

SAME AS ABOVE

PRIVATE NO. 3" FROM RIGHT EDGE IN UPPER
BORDER --- 294

COLOR DESCRIPTION

CHIMNEYS AND PILLARS STONE. ROOF BLACK SLATE. BLDG. RED BRICK
(SEE 3A-11045) NOTE QUITE SO DEEP A RED.

FUT CLOUDS IN SKY

SUBMIT: RET. PHOTO
PHOTO PROPERTY OF C. T. & Co. —

B. L. & W. PROOF
CUSTOMER

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE 2-11-35

DEADLINE

8

CUSTOMER
—
PHOTO PROPERTY OF C. T. & CO.

DIAL No. 5A-H1041 ORDER No. 53891 DATE 5/23/35

CUSTOMER THE PENINSULAR & OCCIDENTAL STEAMSHIP CO.,
JACKSONVILLE, FLA.

12½ MPOST CARDS SIZE 3½ X 5½

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full

P. & O. TURBINE PASSENGER STEAMSHIP
"FLORIDA" 387 FEET LONG, 56 FEET WIDE, SPEED
19 KNOTS PER HOUR, PASSENGER CAPACITY 730.

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

SEE SKETCH ATTACHED

COLOR DESCRIPTION

SEE SKETCH ATTACHED

NO
YES
RETURN PHOTO

DEPT.
RETOUCHING
ENGRAVING
PHOTO LITHO
COMPOSING
LITHO ART

DATE COMPLETED

Photos for
this Customer

STYLEART COLORTONE, WHITE BORDER

(All of this on address side)

FRONT NO. 5 R. M. Yes No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12
Prints each from Negatives MATTE or GLOSSY
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted
See Salesman, Customer, or Sample for Position, Office
DELIVER Straighten Photo
Negative — Line — Halftone — Combination. Screen 120
Dry — Wet — Pancromatic — Color Separation. Screen 133
Transfer — Paper Process — New Process. Screen 150
Stripping — White Border — Full Face. Screen 175
Blue Print Handcolor — Black & White Proof. Titles — Red, Blue.

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES

DUPLICATES ZINC COLOR PLATES

LINE & HALFTONE COMB. COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
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SIZE WIDE HIGH SAME SIZE

SCREEN 55 60 85 100 110 120 133 150

ETCHING DEPT PAINT IN BACKGROUND SOLID

FINISHING DEPT OUTLINE OVAL CIRCLE
SQUARE - LIKE COPY - VIGNETTE - HIGHLIGHT
WITH LINE - WITHOUT LINE SPECIAL BORDER

ZINC ETCHINGS FROM COPIES

DUPLICATES COLOR PLATES

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
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SIZE WIDE HIGH SAME SIZE

BLOCKING DEPT WOOD - MORTISE - ANCHOR
SOLID METAL - FLUSH TOP - FLUSH BOTTOM
FLUSH SIDES - FLUSH ALL AROUND
UNMOUNTED WITH BEARERS
CUT TO PICAS (see size)

PROOFS

FLAT GOOD IN COLORS SPECIAL STOCK

ELECTROTYPES EACH OF
ON WOOD METAL

PHOTO RETURNED

TO

PHOTO USED FOR

RETURN PHOTO	YES	NO
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_____ ELECTROTYPES EACH OF _____

185
20 1/2

BOULDER DRUG CO., INC.
LAS VEGAS, NEVADA

NO. 5A-M1043

ORDER NO. 53942

DATE 5/27/35

12 1/2 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M NO

TITLE (IN FULL)

IMPRINT NONE

BOATING ON BOULDER DAM LAKE

COLOR DESCRIPTION

SEE TISSUE ATTACHED

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.—

CUSTOMER

X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

DEADLINE

XC 1 1/2
A 934

S. & S. VARIETY STORE
LAS VEGAS, NEVADA

NO. 5A-H1044

ORDER NO. 53924

DATE 5/27/35

25 M

ART COLORTONE POST CARDS, WHITE BORDER
(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

BOULDER DAM, COLORADO RIVER PROJECT

FRONT NO. 1

R. M. YES

IMPRINT NONE

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

DEADLINE

TEICH SET UP

7

PHOTO PROPERTY OF C. T. & CO. - CUSTOMER

RETURN PHOTO YES NO

DIAL NO. 5A-H1045 ORDER NO. 53945 DATE 5/25/35

CUSTOMER THE SAMARITAN HOTEL
ROCHESTER, MINN

12 1/2 POST CARDS SIZE 3 1/2 X 5 1/2

PLACE OF TITLE: Upper Lower, Center Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full THE SAMARITAN HOTEL

ROCHESTER, MINN ~~ROCHESTER, MINN~~

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

COLOR DESCRIPTION

DEPT.
RETOUCHING
ENGRAVING
PHOTO LITHO
COMPOSING
LITHO ART

DATE COMPLETED

Photos for
this Customer

STYLE ART COLORTONE, WHITE BORDER

(All of this on address side)

FRONT NO. 5 R. M. Yes No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint

PHOTO LITHO
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12
Prints each from Negatives MATTE or GLOSSY
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted
See Salesman, Customer, or Sample for Position, Office
DELIVER Straighten Photo
Negative — Line — Halftone — Combination. Screen 120
Dry — Wet — Pancromatic — Color Separation 133
Transfer — Paper Process — New Process. 150
Stripping — White Border — Full Face. 175
Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES

DUPLICATES ZINC COLOR PLATES

LINE & HALFTONE COMB COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
--------------------	--------------------	------------------	-----------------	---------------------	------------------	---------

SIZE — WIDE — HIGH SAME SIZE

SCREEN 55 60 85 100 110 120 133 150

ETCHING DEPT PAINT IN BACKGROUND SOLID

FINISHING DEPT OUTLINE OVAL CIRCLE
SQUARE — LIKE COPY — VIGNETTE HIGHLIGHT
WITH LINE WITHOUT LINE — SPECIAL BORDER

ZINC ETCHINGS FROM COPIES

DUPLICATES COLOR PLATES

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
--------------------	--------------------	------------------	-----------------	---------------------	------------------	---------

SIZE — WIDE — HIGH SAME SIZE

BLOCKING DEPT WOOD — MORTISE — ANCHOR
SOLID METAL FLUSH TOP FLUSH BOTTOM
FLUSH SIDES FLUSH ALL AROUND
UNMOUNTED WITH BRASS
CUT TO PICAS (see size)

PROOFS

FLAT GOOD IN COLORS SPECIAL STOCK

ELECTROTYPES EACH OF
ON WOOD METAL

PHOTO RETURNED

TO

PHOTO USED FOR

6.5 W
5.00

CUSTOMER
—
C. T. & CO.
—
PHOTO PROPERTY OF

RETURN PHOTO
YES
NO

DIAL NO. 5A-H1046 ORDER NO. 53946 ✓ DATE 5/25/35

CUSTOMER HOTEL WEBSTER HALL
PITTSBURGH, PA.

12¹/₂ POST CARDS SIZE 3¹/₂ X 5¹/₂

PLACE OF TITLE ☒ Upper, ☒ Lower, ☒ Center — ☒ Border — Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full

TOP: WEBSTER HALL COCKTAIL LOUNGE

BOT: 5TH. AVE. AT DITHRIDGE STREET —
PITTSBURGH, PA.

RETOUCHING DEPARTMENT

☒ Submit — ☐ Sketch — ☐ Layout — ☒ Retouched Photo — ☐ Wash Drawing
Follow Layout

SEE INSTRUCTIONS ATTACHED

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED

*Print - colored glass
set 6/20/35*

DEPT.
RETOUCHING
ENGRAVING
PHOTO LITHO
COMPOSING
LITHO ART

DATE COMPLETED

Photos for
this Customer

STYLE ART COLORTONE, WHITE
(All of this on address side) BORDER
R. M. ☒ Yes ☐ No

FRONT NO. 5

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

☒ C. T. Imprint

No Imprint

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted
See Salesman, Customer, or Sample for Position, Office

DELIVER Straighten Photo

Negative — Line — Half-tone — Combination.

Dry — Wet — Pancromatic — Color Separation

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.

Screen
120
133
150
175

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES

DUPLICATES ZINC COLOR PLATES

LINE & HALFTONE COMB. COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
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SIZE WIDE HIGH SAME SIZE

SCREEN 55 60 85 100 110 120 133 150.

ETCHING DEPT. PAINT IN BACKGROUND SOLID

FINISHING DEPT. OUTLINE OVAL - CIRCLE
SQUARE - LIKE COPY - VIGNETTE HIGHLIGHT
WITH LINE WITHOUT LINE SPECIAL BORDER

ZINC ETCHINGS FROM COPIES

DUPLICATES COLOR PLATES

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
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SIZE WIDE HIGH SAME SIZE

BLOCKING DEPT. WOOD - MORTISE - ANCHOR
SOLID METAL - FLUSH TOP - FLUSH BOTTOM
FLUSH SIDES - FLUSH ALL AROUND
UNMOUNTED WITH DRAWERS
CUT TO PICAS (see size)

PROOFS

FLAT - GOOD - IN COLORS - SPECIAL STOCK
ELECTROTYPES EACH OF
ON WOOD METAL

PHOTO RETURNED

TO

PHOTO USED FOR

*16-25
JCB*

CUSTOMER
—
PHOTO PROPERTY OF C. T. & CO.
—
NO
—
RETURN PHOTO YES

DIAL No. 5A-H1047 ORDER NO. 53985 DATE 5/38/35

CUSTOMER SUNSHINE DAIRY, INC.,
FRAMINGHAM, MASS.

6 MPOST CARDS SIZE $3\frac{1}{2}$ X $5\frac{1}{2}$

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full

SUNSHINE ICE CREAM CONES (ETC. AS PER LAYOUT)

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

COLOR DESCRIPTION

DEADLINE

DEPT.
RETOUCHING
ENGRAVING
PHOTO LITHO
COMPOSING
LITHO ART

DATE COMPLETED

Photos for
this Customer

STYLE ART COLORTONE, FULL FACE

(All of this on address side)

FRONT NO. 5 R. M. Yes No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C.T. Imprint No Imprint

PHOTO LITHO
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12
Prints each from Negatives MATTE or GLOSSY
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted
See Salesman, Customer, or Sample for Position, Office
DELIVER Straighten Photo
Negative — Line — Halftone — Combination. Screen 120
Dry — Wet — Paneromatic — Color Separation 133
Transfer — Paper Process — New Process. 150
Stripping — White Border — Full Face. 175
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES
DUPLICATES ZINC COLOR PLATES
LINE & HALFTONE COMB COLOR PROCESS
Extra Negative Extra Stripping Strip To Size Double Print Reverse Position Reverse Color Ben Day
Extra Negative Extra Stripping Strip To Size Double Print Reverse Position Reverse Color Ben Day

SIZE WIDE HIGH SAME SIZE
SCREEN 55 60 85 100 110 120 133 150

ETCHING DEPT PAINT IN BACKGROUND SOLID

FINISHING DEPT OUTLINE OVAL CIRCLE
SQUARE - LIKE COPY VIGNETTE HIGHLIGHT
WITH LINE WITHOUT LINE SPECIAL BORDER

SIZE WIDE HIGH SAME SIZE

BLOCKING DEPT WOOD - MORTISE - ANCHOR
SOLID METAL FLUSH TOP FLUSH BOTTOM
FLUSH SIDES FLUSH ALL AROUND
UNMOUNTED WITH BEARERS
CUT TO PICAS (see size)

PROOFS

FLAT GOOD INCOLORS SPECIAL STOCK
ELECTROTYPES EACH OF
ON WOOD METAL

PHOTO RETURNED

TO

PHOTO USED FOR

Handwritten: 2/21/35
L.A. 10

make DK Blue impressions

1
13
10

X

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

DIAL NO. 5A-H1048 ORDER NO. 54006 DATE 5-29-1935

CUSTOMER SHATTUCK INN,
JAFFREY, N. H.

DEPT.
RETOUCHING
ENGRAVING
PHOTO LITHO
COMPOSING
LITHO ART

DATE COMPLETED

Photos for
this Customer

6 M PC SIZE 3 1-2 X 5 1-2

STYLE PHOTO COLORIT, WHITE
BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full

SHATTUCK INN, JAFFREY, N. H.

FRONT NO. 5

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

IMPRINT: Customer

Special type as sample

C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

SEE SKETCH ATTACHE. DO NOT SHOW ANY
FLOWERS IN RIGHT FOREGROUND, JUST A
SOLID EXPANSE OF GREEN.

COLOR DESCRIPTION

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER

Straighten Photo

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES

DUPLICATES ZINC COLOR PLATES

LINE & HALFTONE COMB COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
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SIZE WIDE HIGH SAME SIZE
SCREEN 60 85 100 110 120 133 150

ETCHING DEPT PAINT IN BACKGROUND SOLID

FINISHING DEPT OUTLINE OVAL CIRCLE
SQUARE LIKE COPY VIGNETTE HIGHLIGHT
WITH LINE WITHOUT LINE SPECIAL BORDER

ZINC ETCHINGS FROM COPIES

DUPLICATES COLOR PLATES

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
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SIZE WIDE HIGH SAME SIZE

BLOCKING DEPT WOOD - MORTISE - ANCHOR

SOLID METAL FLUSH TOP FLUSH BOTTOM

FLUSH SIDES FLUSH ALL AROUND

UNMOUNTED WITH BRASSERS

CUT TO PICAS (see size)

PROOFS

FLAT GOOD IN COLORS SPECIAL STOCK

ELECTROTYPES EACH OF
ON WOOD METAL

PHOTO RETURNED

TO

PHOTO USED FOR

CUSTOMER
—
PHOTO PROPERTY OF C. T. & CO.
—
RETURN PHOTO
YES
NO

DIAL NO. 5A-H1049 ORDER NO. 54009 DATE 5-29-1935

CUSTOMER GREEN PARK HOTEL,
BLOWING ROCK, N. C.

6 M PC SIZE 3 1-2 X 5 1-2

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full TOP— GREEN PARK HOTEL, —BLOWING
ROCK, N. C.—ELEVATION 4300 FT.

BOT— HIGHEST AND MOST PICTURESQUE 18-HOLE
GOLF COURSE EAST OF THE ROCKIES

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

TAKE OUT FENCES AROUND SHRUBS, ALSO
TELEPHONE POLE.

COLOR DESCRIPTION

BLDG. WHITE NO. 14. WINDOW FRAMES NO. 29
ROOFS 30. CHIMNEYS 2. IN FRONT OF THE POSTS
OF THE PORCH ARE RHODODENDRON SHRUBS, &
ALSO IN FRONT OF ONE END OF BLDG. THEY HAVE
LARGE RED FLOWERS.

DEPT.
RETOUCHING
ENGRAVING
PHOTO LITHO
COMPOSING
LITHO ART

DATE COMPLETED

Photos for
this Customer

STYLE PHOTO COLORIT, WHITE
BORDER

FRONT NO. 5

(All of this on address label)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted
See Salesman, Customer, or Sample for Position, Office

DELIVER

Straighten Photo

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.

Screen
120
133
150
175

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES

REPLICATES ZINC COLOR PLATES

LINE & HALFTONE COMB. COLOR PROCESS

Extra Negatives
Extra Stripping
Strip To Size
Double Print
Reverse Position
Reverse Color
Ben Day

ZINC ETCHINGS FROM COPIES

DUPLICATES COLOR PLATES

Extra Negatives
Extra Stripping
Strip To Size
Double Print
Reverse Position
Reverse Color
Ben Day

SIZE — WIDE — HIGH SAME SIZE

BLOCKING DEPT WOOD MORTISE - ANCHOR
SOLID METAL FLUSH TOP FLUSH BOTTOM
FLUSH SIDES FLUSH ALL AROUND
UNMOUNTED WITH BRASS
CUT TO PICAS (see size)

PROOFS

FLAT GOOD IN COLORS SPECIAL STOCK

ELECTROTYPES EACH OF
ON WOOD METAL

SIZE — WIDE — HIGH SAME SIZE

SCREEN 55 60 85 100 110 120 133 150

ETCHING DEPT PAINT IN BACKGROUND SOLID

FINISHING DEPT OUTLINE OVAL CIRCLE
SQUARE - LIKE COPY - VIGNETTE - HIGHLIGHT
WITH LINE WITHOUT LINE SPECIAL BORDER

PHOTO RETURNED

TO

PHOTO USED FOR

750
[Signature]

CUSTOMER

PHOTO PROPERTY OF C. T. & CO.

YES

RETURN PHOTO

DIAL No. 5A-H1050/ ORDER NO. 54007 DATE 5-29-1935

CUSTOMER

PRINCESS HOTEL,
ATLANTIC CITY, N.J.

DEPT.
RETOUCHING
ENGRAVING
PHOTO LITHO
COMPOSING
LITHO ART

DATE COMPLETED

Photos for
this Customer

50 M PC SIZE 3 1-2 X 5 1-2

STYLE ART COLOR TONE, WHITE
BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full PRINCESS HOTEL

OCEAN END OF SOUTH CAROLINA AVE.
ATLANTIC CITY, N. J.
(ETC. AS PER SKETCH)

FRONT NO. 5 R. M. Yes No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

PHOTO LITHO
Rephoto

NEG. NO.

SEE SKETCH ATTACHED. PUT A FLAG ON TOP OF
THE BLDG. ALSO A NEON SIGN "PRINCESS" ON
THE ORDER OF THAT ON LETTERHEAD ATTACHED.

DELIVER
Negative — Line — Halftone — Combination. 120
Dry — Wet — Pancromatic — Color Separation. 133
Transfer — Paper Process — New Process. 150
Stripping — White Border — Full Face. 175
Blue Print — Handcolor — Black & White Proof. Titles Red, Blue.

COLOR DESCRIPTION

DEADLINE

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES

ZINC ETCHINGS FROM COPIES

DUPLICATES ZINC COLOR PLATES

DUPLICATES COLOR PLATES

LINE & HALFTONE COMB COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
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Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
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SIZE — WIDE — HIGH SAME SIZE

SIZE — WIDE — HIGH SAME SIZE

SCREEN 55 60 85 100 110 120 133 150

ETCHING DEPT. PAINT IN BACKGROUND SOLID

FINISHING DEPT. OUTLINE OVAL CIRCLE

BLOCKING DEPT. WOOD MORTISE
SOLID METAL FLUSH TOP FLUSH BOTTOM
FLUSH SIDES FLUSH ALL AROUND
UNMOUNTED WITH BRASS
CUT TO PICAS (see size)

PROOFS

FLAT GOOD

RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED

CUSTOMER
—
PHOTO PROPERTY OF C. T. & CO.
—
RETURN PHOTO
YES
NO

DIAL NO. 5A-H1051 ORDER NO. 54016 DATE 5-29-1935

CUSTOMER LYNN H. BUYER,
WILDMOOD, N. J.

12 M500 PC GROUP (2)E 3 1-2 S 5 1-2

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full NO TITLE.

RETOUCHING DEPARTMENT

(Submit) — Sketch — Layout — (Retouched Photo) — Wash Drawing

Follow Layout

USE PHOTO NO. 3A-H948 & INSERT PICTURE
OF GOV. AT RIGHT AS SHOWN ON CARD ATTACHED.

COLOR DESCRIPTION

DEPT.
RETOUCHING
ENGRAVING
PHOTO LITHO
COMPOSING
LITHO ART

DATE COMPLETED

Photos for
this Customer

STYLE ART COLORTONE, WHITE
BORDER

(All of this on address side)

FRONT NO. 5

R. M. (Yes) No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

IMPRINT— SAME AS ABOVE

NO C. T. MARKS.

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 10x12

Prints each from — Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

on Salesman, Customer, or Sample for Position, Office

DELIVER Straighten Photo

Negative — Line — Halftone — Combination. 120

Dry — Wet — Pantographic — Color Separation 133

Transfer — Paper Process — New Process. 150

Stripping — White Border — Full Face. 175

Blue Print Handcolor — Black & White Proof. Titles Red, Blue.

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES

DUPLICATES ZINC COLOR PLATES

LINE & HALFTONE COMB. COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
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ZINC ETCHINGS FROM COPIES

DUPLICATES COLOR PLATES

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
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SIZE — WIDE — HIGH SAME SIZE

BLOCKING DEPT WOOD MORTISE—ANCHOR

SOLID METAL FLUSH TOP FLUSH BOTTOM

FLUSH SIDES FLUSH ALL AROUND

UNMOUNTED WITH BEARERS

CUT TO PICAS (see size)

PROOFS

FLAT — GOOD — IN COLORS — SPECIAL STOCK

ELECTROTYPES EACH OF

ON WOOD METAL

SIZE — WIDE — HIGH SAME SIZE

SCREEN 55 60 65 100 110 120 133 150

ETCHING DEPT PAINT IN BACKGROUND SOLID

FINISHING DEPT OUTLINE OVAL CIRCLE

SQUARE — LIKE COPY — VIGNETTE HIGHLIGHT

WITH LINE WITHOUT LINE SPECIAL BORDER

PHOTO RETURNED

TO

PHOTO USED FOR

20013
A9

2

X

HOPKINS CAMERA & GIFT SHOP,
TRAVERSE CITY, MICH.

NO. 5A-H1052

ORDER NO. 54001

DATE 5-29-1935

12M500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) THE NARROWS, GLEN
LAKE, NEAR TRAVERSE CITY, MICH.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

12M500-2591

SUBMIT: RET. PHOTO B. L. & W. PROOF ☒ HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & Co. - CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

8

22
X

NO. ¹⁰⁵³ 5A-H103

ORDER NO. 54001

DATE 5-29-1935

HOPKINS CAMERA & GIFT SHOP,
TRAVERSE CITY, MICH.

12_M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) PICTURESQUE GLEN
LAKE, NEAR TRAVERSE CITY, MICH.

(ALL OF THIS ON THE ADDRESS SIDE)
FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

*New photo to come
from my package - from new photo*

SUBMIT: RET. PHOTO B. L. & W. PROOF ☒ HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & Co. - CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

6

IMPERIAL POST CARD CO.,
ATLANTA, GA.

NO. 5A-H1054

ORDER NO. 54027

DATE 5/31/35

25^M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. NO

TITLE (IN FULL)

IMPRINT

NONE

RESIDENCE SCENE IN DRUID HILLS,
ATLANTA, GA.

COLOR DESCRIPTION

FROM LEFT TO RIGHT:

BLDG # 1: RED BRICK BLDG. WHITE TRIM SLATE ROOF.

" # 2: CREAM BRICK, VARIG. GREEN ROOF, WHITE TRIM

" # 3: VARIG. RED BRICK, MOTTLED RED TILE ROOF, WHITE TRIM

PUT IN FLOWERS, USING OWN JUDGMENT FOR GOOD COLOR SCHEME

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

X

CURT TEICH & COMPANY, INC., CHICAGO

PHOTO TICKET

TYPE SET UP

2001
A13

IMPERIAL POST CARD CO.,

ATLANTA, GA.

NO. 5A-H1055

ORDER NO. 54027

DATE 5/31/35

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. YES

TITLE (IN FULL)

IMPRINT NONE

FIVE POINTS, ATLANTA, GA.

COLOR DESCRIPTION FLAGSTAND IN CENTER OF STREET VERY IMPORTANT. FLAGPOLE SILVE, ALSO FLAGPOLE HOUSE WITH ED TRIM. PUT FLAG U.S. ON POLE TO RIGHT, SO IT WILL SHOW UP GOOD IN SKY. MAKE STOPLIGHT RED, YELLOW & GREEN. GLDGS. FROM LEFT TO RIGHT AS MARKED ON TOP. #1 GREENISH MARBLE BASE, D. GRAY BRICK TINT OF CREAM #2 BROWNISH MARBLE BASE, GRAY STONE BLDG. WHITE WINDOW TRIM. TAN AWINGS. #3 DK CREAM BRICK BLDG. BROWN WINDOW TRIM. SMALL BLDGS. BETWEEN 2&3 ARE GRAY, RED, WHITE #4 IN BACKGR. WHITE, DK. TANKS ON TOP. #5 DK. RED BRICK BLDG. MAKE WHITE WINDOW TRIM SMALLER BLDGS. BETWEEN 4&5 USE OWN JUDGMENT TO MAKE GOOD #6 BROWN MARBLE BASE. TOP FLOOR CREAM BRICK LIGHT BROWN ROOF TRIM TAKE UT "LANES DRUG" SIGN TAKE OUT SIGN ACROSS STREET, TAKE OUT VIEWS TAKE OUT FROM FOREGROUND FOR

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

2

2001
19

IMPERIAL POST CARD CO.,
ATLANTA, GA.

NO 5A-H1056

ORDER NO 54027

DATE 5/31/35

M		ART COLORTONE POST CARDS, WHITE BORDER	
<small>(ALL OF THIS ON THE PICTURE SIDE)</small>		<small>(ALL OF THIS ON THE ADDRESS SIDE)</small>	
PLACE OF TITLE: <u>UPPER</u> , LOWER, CENTER - BORDER.		FRONT NO. 1	R. M NO
TITLE (IN FULL)		IMPRINT	NONE
BRIARCLIFF GARDENS, SWIMMING POOL, ATLANTA, GA.			
COLOR DESCRIPTION BLDG IN BACKGR. A LIGHT GREEN STUCCO, PILLARS WHITE, ROOF SLATE, ROOF TRIM WHITE. WALL LIGHT GREEN STUCCO AND CHAIRS DK GREEN. CEMENT WALK. WATER IN POOL HAS BRILLIANT CLEAN GREENISH EFFECT. LAMPPOSTS BLACK. PUT GOOD COLORS IN UMBRELLAS			
SUBMIT: RET. PHOTO		B. L. & W. PROOF	HANDCOL PROOF
PHOTO PROPERTY OF C. T. & Co.—		CUSTOMER	RETURN PHOTO.
CURT TEICH & COMPANY, INC., CHICAGO PHOTO TICKET			

TYPE SET UP

IMPERIAL POST CARD CO.,
ATLANTA, GA.

NO. 5A-H1057

ORDER NO. 54027

DATE 5/31/35

25 M

ART COLOR TONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

FRONT NO.

1

R. M. YES

TITLE (IN FULL)

IMPRINT

NONE

STONE MOUNTAIN CONFEDERATE MEMORIAL
MONUMENT IN PROGRESS, ATLANTA, GA.
BOT: SMALL TYPE: PHOTO BY EDGAR ORR.

COLOR DESCRIPTION

CARD # 121298 IS GOOD COLORING. BRING OUT TWO HEADS AND HORSE'S

OUTLINE. TAKE OUT SCAFFOLDING BELOW LEFT HEAD IF NECESSARY TO BRING OUT
BETTER. TAKE OUT LETTERING

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.—

CUSTOMER

X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

DEADLINE

4

IMPERIAL POST CARD CO.,
ATLANTA, GA.

NO. 5A-H1058

ORDER NO. 54027

DATE 5/31/35

25 M ART COLORTONE POST CARD, WHITE BORDER
(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL)

STATE CAPITOL AND CITY HALL,
ATLANTA, GA.

FRONT NO. 1

R. M. NO

IMPRINT
NONE

COLOR DESCRIPTION

#1 STATE CAPITOL GRAY STONE, SILVER DOME, SMALL TO P DOME & STATUE COPPER COLOR. BRING CAPITOL OUT GOOD #2 CITY ALL CREAM LAYER STONE BLDG. GREEN TOP ROOF. GREEN PARTITION BELOW EACH WINDOW. PUT FLAG ON TOP. SEE PREVIOUS CARD IN DE OF C. HALL. #3 CHURCH IS OF A MOTTELED ROCK STONE, SLATE ROOF. #5 A DULL CREAM BLDG. BLACK ROOF. BLDG. BETWEEN #3 & 4 IS CREAM DARK.

TAKE OFF FROM FOREGROUND

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

NO. 5A-H1059

IMPERIAL POST CARD CO.,

ORDER NO. 54027

ATLANTA, GA.

DATE 5/31/35

25 M ART COLORTONE POST CARDS, WHITE BORDDR

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. YES

TITLE (IN FULL)

IMPRINT

GEORGIA HALL, WARM SPRINGS FOUNDATION,
GEORGIA

NONE

4B 758

COLOR DESCRIPTION

WHITE B DG., DK. SLATE ROOF. WINDOW SHUTTERS TO LEFT FOREGROUND ARE GREEN.

FUT SOME FLOWERS AMONG GREENS OF BLDGS.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO

PHOTO TICKET

TYPE SET UP

8

20 1/4
1 8 3/4

IMPERIAL POST CARD CO.,
ATLANTA, GA.

NO. 5A-M1060

ORDER NO. 54027

DATE 5/31/35

25 M ART C LORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. YES

TITLE (IN FULL)

IMPRINT

UNITED STATES PENITENTIARY, ATLANTA, GA.

NONE

BOT: SMALL TYPE PHOTO BY EDGAR ORR.

COLOR DESCRIPTION PRISON BLDG. GRAY TONE ALL OVER. ROOF DARK SLATE. CENTER
TOWER BLACK, COPPER ROOF, PUT FLAG ON FLAGPOLE. PRISON WALLS TO RIGHT GRAY
CEMENT. BLDG. BE OW WATERTANK RED BRICK. WATER TANK WHITE. SMOKESTACK RED
BRICK. ROOF OF TOWER ON WALL GREEN SLATE. GREEN LAWN. FLOWERBED RED FLOWERS
AND YELLOW.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & Co. CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

200 1/4
A82

IMPERIAL POST CARD CO.,
ATLANTA, GA.

NO 5A-H1061

ORDER NO. 54027

DATE 5/31/35

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL)

IMPRINT

GLENN MEMORIAL CHURCH, CAMPUS OF EMORY
UNIVERSITY, ATLANTA, GA.

NONE

COLOR DESCRIPTION

PURE WHITE BLDG. PARTITIONS ON SIDE OF BLDG. ARE LIGHT CREAM, ALSO
PILLARS. WINDOW TRIM SANDSTONE GRAY. DOME ON TOWER SLATE COLOR
BEAUTIFUL GREEN LAWN. DOOR BROWN. TAKE OUT LETTERING AT BOTTOM

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & Co. — CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

8

2

221
A9

GULF COAST CARD CO.,
ST. PETERSBURG, FLA.

NO. 5A-H1062 ✓

ORDER NO. 54077

DATE 6/4/35

M

12 1/2" ~~ALL GULF COAST CARD CO. POST CARDS, WHITE BORDER~~ (ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. YES

TITLE (IN FULL)

IMPRINT

VINOY PARK HOTEL, ST. PETERSBURG, FLA.;
"THE SUNSHINE CITY."

SAME AS ABOVE

PRIVATE NOL BEFORE UPPER TITLE: 3-26

COLOR DESCRIPTION

LIGHT TAN STUCCO BLDG., CREAM TRIM. MOTTLED RED TILE ROOFS,
DK. GREEN WINDOW CASING. ENTRANCE, WHITE STONE, CARD 3089-29 GOOD
COLORS OF BLDG. SEE CARD # 4A-H1213 FOR COLORS OF PALMS ALONG AVE.

in E907

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

DEADLINE

5

48 1/2
19 1/2

GULF COAST CARD CO.,
ST. PETERSBURG, FLA.

NO. 5A-H1063 ✓

ORDER NO. 54077

DATE 6/4/35

M 121 ART COLORTONE POST CARDS, WHITE BORDER <small>(ALL OF THIS ON THE PICTURE SIDE)</small>		<small>(ALL OF THIS ON THE ADDRESS SIDE)</small>	
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.		FRONT NO. 1	R. M. YES
TITLE (IN FULL)		IMPRINT	
MILLION DOLLAR RECREATION PIER AND CITY SKYLINE. BOT: ST PETERSBURG, FLA., "THE SUNSHINE CITY".		SAME AS ABOVE	

PRIVATE NO. BEFORE UPPER TITLE: 8-159

MOTTLED RED RILE ROOF ON PIER BLDG. CREAM STUCCO BLDG.
SKYLINE AS MARKED ON TISSUE. TAKE OFF FROM FOREGROUND. IMPROVE KROOP'S CARD
ATTACHED WHICH IS CONSIDERED GOOD PUT IN 1 CRUISER EITHER SIDE YOU LIKE & PUT
SMALL SAILBOAT SOMEWHERE'S ON SIDE WITHOUT CRUISER. PUT FLAG ON POLE.

PUT CLOUDS IN SKY

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF X RETURN PHOTO.
PHOTO PROPERTY OF C. T. & CO. CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

DEADLINE

2e 1/2
10

6

GULF COAST CARD CO.,
ST. PETERSBURG, FLA.

NO. 5A-M064

ORDER NO. 5460

DATE 6/4/35

12^M
ART COLORTONE POST CARDS, WHITE BORDER

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. YES

TITLE (IN FULL)

IMPRINT

FOURTH STREET, LOOKING NORTH FROM CITY
HALL, SHOWING SNELL ARCADE BLDG. AND
PRINCESS MARTHA HOTEL, BUILDING
BOT: ST PETERSBURG, FLA. "THE SUNSHINE
CITY"

SAME AS ABOVE

PRIVATE NO. BEFORE UPPER TITLE: S-68

COLOR DESCRIPTION

TAKE OUT SIGNS ~~X~~ ON LEFT TAKE OUT POLE & WIRES. CHAMBER OF
COMMERCE PENNANT ACROSS STREET IN BLACK LETTERS ON GOLD COLOR CLOTH,
"REGISTER HERE" RED. IF THIS SIGN ACROSS ST. SHOULD INTERFERE WITH THE
PRETTY OUTCOME OF THE VIEW, JUST TAKE OUT ENTIRELY

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF X

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.—

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE CTS 14

DEADLINE

3

2 1/2

GULF COAST CARD CO.,
ST. PETERSBURG, FLA.

NO. 5A-H1065 ✓

ORDER NO. 54060

DATE 6/4/35

200 1 1/2
A9

M 12 1/2 ART COLORETYPE POST CARDS, WHITE BORDER <small>(ALL OF THIS ON THE PICTURE SIDE)</small>		<small>(ALL OF THIS ON THE ADDRESS SIDE)</small>	
PLACE OF TITLE <u>UPPER</u> , LOWER, CENTER - BORDER.		FRONT NO. 1	R. M. YES
TITLE (IN FULL) PUBLIC LIBRARY IN MIRROR LAKE PARK, ST PETERSBURG, FLA. "THE SUNSHINE CITY" PRIVATE NO. BEFORE UPPER TITLE: S-166		IMPRINT . SAME AS ABOVE	
COLOR DESCRIPTION DK CREAM BRICK BLDG, WHITE TRIM GREEN TILE ROOF. PINK AND RED HIBISCUS BUSHES AROUND BLDG. FLOWER CIRCLE IS WHITE, PINK, PURPLE. GREEN LAWN. CEMENT WALK AND SUNDIAL.			
SUBMIT: RET. PHOTO		B. L. & W. PROOF	HANDCOL PROOF X
PHOTO PROPERTY OF C. T. & CO.—		CUSTOMER X	RETURN PHOTO.
CURT TEICH & COMPANY, INC., CHICAGO PHOTO TICKET			

TYPE SET UP

DEADLINE

12

rec'd
A-9

3 1/2

CARD
GULF COAST CO.,
ST. PETERSBURG, FLA.

NO. 5A-H1066

ORDER NO. 54060

DATE 6/3/35

12 1/2 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

1

R. M.

YES

TITLE (IN FULL)

IMPRINT

PICTURESQUE MIRROR LAKE, SHOWING JUNIOR H
HIGH SCHOOL,

SAME AS ABOVE

BOT: ST. PETERSBURG, FLA. " THE SUNSHINE
CITY"

PRIVATE NO. BEFORE UPPER TITLE: S-46

COLOR DESCRIPTION

BLDG. WHITE STUCCO, RED TILE ROOF, RED BRICK WINDOW TRIM.

FOR GOOD COLORS OF ROYAL PALME TO LEFT SEE CARD #3A-H675. BRING OUT
BLURRY DUCKS AND SEAGULLS. SEE CARD # 2A-H602. PRETTY GREEN LAWN. IF
BETTER WITHOUT CHILDREN, TAKE THEM OUT. RED AZALEA BUSH AT EXTREME
RIGHT. PRETTY WATER, IF POSSIBLE PUT IN SWAN, AS ON # 115217.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF X RETURN PHOTO.
PHOTO PROPERTY OF C. T. & CO.— CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

13

STANLEY A. PILTZ COMPANY,
SAN FRANCISCO, CALIF.

NO. 5A-H1067

ORDER NO. 54076

DATE 6/1/35

12½ M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)
PLACE OF TITLE: ^{LEFT} UPPER, LOWER, CENTER - BORDER.

(ALL OF THIS ON THE ADDRESS SIDE)
FRONT NO. 6 R. M. YES

TITLE (IN FULL)
ROSS HOUSE - TONG BUILDINGS, WAVERLY
PLACE, CHINATOWN, SAN FRANCISCO, CALIF.

IMPRINT
SAME AS ABOVE

PRIVATE NO. AT EXTREME RIGHT IN UPPER BORDER
70

COLOR DESCRIPTION

SEE TISSUE ATTACHED TO PHOTOGRAPH

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO. YES

PHOTO PROPERTY OF C. T. & CO. -

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

12/27/37

DEADLINE

STANLEY A. PILTZ COMPANY ,
SAN FRANCISCO, CALIF.

NO. 5A-H1068

ORDER NO. 54076

DATE 6/1/35

12½ MART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL)

A BUSINESS DISTRICT, CHINATOWN,
SAN FRANCISCO, CALIF.

PRIVATE NO. AT EXTREME RIGHT IN UPPER
BORDER: 72

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 6

R. M. YES

IMPRINT

SAME AS ABOVE

COLOR DESCRIPTION

SEE TISSUE ATTACHED TO PHOTOGRAPH

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO. YES

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

DEADLINE

ORDER NO. 54076

DATE 6/1/35

STANLEY A PILTZ COMPANY,
SAN FRANCISCO, CALIF.

122 M
ART COLORTONE POST CARDS, WHITE BORDER
(ALL OF THIS ON THE PICTURE SIDE) (ALL OF THIS ON THE ADDRESS SIDE)
PLACE OF TITLE (UPPER LEFT) LOWER, CENTER - BORDER. FRONT NO. 6 R. M. YES
TITLE (IN FULL) IMPRINT

STREET SCENE, CHINATOWN, SAN FRANCISCO, SAME AS ABOVE
CALIF.

PRIVATE NO. AT EXTREME RIGHT IN UPPER
BORDER: 69

COLOR DESCRIPTION

SEE TISSUE ATTACHED TO PHOTOGRAPH

SUBMIT; RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO. YES
PHOTO PROPERTY OF C. T. & CO.— CUSTOMER X 12/27/37
CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

DEFACED

STANLEY A. FOLTZ COMPANY,
SAN FRANCISCO, CALIF.

NO. 5A-H1070

ORDER NO. 5476

DATE 6/1/35

121 M
20013
A92

ART COLORTONE POST CARDS, WHITE BORDER
(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.
TITLE (IN FULL)

MANDARIN THEATRE, CHINATOWN,
SAN FRANCISCO, CALIF.

PRIVATE NO. AT EXTREME RIGHT IN UPPER
BORDER: 74

FRONT NO. 6 R. M. YES
IMPRINT
SAME AS ABOVE

COLOR DESCRIPTION

SEE TISSUE ATTA CED TO PHOTOGRAPH

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO. YES
PHOTO PROPERTY OF C. T. & Co.— CUSTOMER X 12/27/37
CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

STANLEY A. PILTZ COMPANY,
SAN FRANCISCO, CALIF.

NO. 5A-H1071

ORDER NO. 54076

DATE 6/1/35

12 1/2 M

ART COLORTONE POST CARDS, WHITE BORDER

PLACE OF TITLE: ^(ALL OF THIS ON THE PICTURE SIDE)
LEFT UPPER, LOWER, CENTER - BORDER.

FRONT NO. 6 R. M. YES

IMPRINT

SAME AS ABOVE

TITLE (IN FULL)

CHINESE SIX COMPANIES' BUILDING,
CHINATOWN, SAN FRANCISCO, CALIF.

PRIVATE NO. AT EXTREME RITHT IN UPPER
BORDER: 71

COLOR DESCRIPTION

SEE TISSUE ATTACHED TO PHOTOGRAPH

SUBMIT: RET. PHOTO
PHOTO PROPERTY OF C. T. & CO.—

B. L. & W. PROOF
CUSTOMER

HANDCOL PROOF

RETURN PHOTO.

YES

12/27/37

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

THE SET 44

On sheet

70812
192

7

STANLEY A PILTZ COMPANY,
SAN FRANCISCO, CALIF.

NO. 5A-H1072

ORDER NO. 54076

DATE 6/1/35

12 1/2 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER ^{LEFT} LOWER, CENTER - BORDER.

FRONT NO. 6

R. M. YES

TITLE (IN FULL)

IMPRINT

A NIGHT IN CHINATOWN,
SAN FRANCISCO, CALIF. ~~CHINA~~

SAME AS ABOVE

PRIVATE NO. AT EXTREME RIGHT IN UPPER

BORDER: 73

COLOR DESCRIPTION

SEE TISSUE ATTACHED TO PHOTOGRAPH

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO. YES

PHOTO PROPERTY OF C. T. & Co. —

CUSTOMER

X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

12/27/37

DEADLINE

7

NO. 5A-H1073

STANLEY A. FOLTZ COMPANY,
SAN FRANCISCO, CALIF.

ORDER NO. 54076

DATE 6/1/35

124 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 6

R. M. YES

TITLE (IN FULL)

IMPRINT

CHINATOWN, SAN FRANCISCO, CALIF.

SAME AS ABOVE

PRIVATE NO. AT EXTREME RIGHT IN UPPER
BORDER: 68

COLOR DESCRIPTION

SEE TISSUE ATTACHED TO PHOTOGRAPH

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO. YES

PHOTO PROPERTY OF C. T. & CO. -

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

12/27/37

3

280 1 1/2
1934

1-4 Aug 7

GULF COAST CARD CO.,
ST. PETERSBURG, FLA.

50.11074 ✓

ORDER NO. 54077

6/4/35

M

12 1/2 ART ~~COLORETYPE POST CARDS, WHITE BORDER~~

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

FRONT NO.

716

TITLE (IN FULL)

IMPRINT

SAME AS ABOVE

OPEN - AIR BRIDGE PLAY UNDER
BANYAN AND PALM TREES, ST. PETERSBURG,
FLA. "THE SUNSHINE CITY."

PRIVATE NO. BEFORE UPPER TITLE: S-44

in 6 B 4 8

BOT. SERIAL TYPE: COPYRIGHT JOHN LODWICK NEWS SERVICE

MAKE SUMMERY ATMOSPHERE IN DRESSES & SUITS, BUT NO COLORCHART.
TAKE OUT MAN CARRYING BOX TO EXTREME RIGHT.

SUBMIT: RET. PHOTO
PHOTO PROPERTY OF C. T. & Co.

B. L. & W. PROOF
CUSTOMER

HANDCOL PROOF ☒

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

DEADLINE

2012
A83

GULF COAST CARD CO.,
ST. PETERSBURGH, FLA.

NO 5A-H1075
ORDER NO 54077
DATE 6/4/35

M

121 ART (ALL OF THIS ON THE ADDRESS SIDE)
PLACE OF TITLE UPPER, LOWER, CENTER - BORDER. FRONT NO. 1 R. MYES
TITLE (IN FULL) IMPRINT

FLORIDA MILITARY ACADEMY, ST. PETERSBURG, FLA. SAME AS ABOVE
"THE SUNSHINE CITY."
PRIVATE NO. BEFORE UPPER TITLE: S-115

COLOR DESCRIPTION

FOUNTAIN INLAID ANTIQUE TILE. Entrance to left white. Tower sandstone lower part of tower gray. wing to right cream stucco with slight tint of pink. tan window casing. Roof spanish type brownish red tile, brown predominating. 2 bells over entrance brass. Lattice work on door to extreme left is green and orange. Railing on tower top black. Uniforms of cadets is navy blue, also caps and white belts. woodwork on 2. floor of side wing is natural wood. some yellow, blue and brown painting, spanish style, red Hibiscus bushes, also white OLEANDERS ALONG SIDE BLDG. TAKE OUT LETTERING
CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

2
DEADLINE

J. P. WALMER,
HARRISBURG, PA.

NO. 5A-H1076

ORDER NO. 54078

DATE 6/4/35

12 1/2" M ART COLORTONE POST CARDS, FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

NO TITLE (~~PA. PENNSYLVANIA WATERFALL~~)

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1

R. M. YES

IMPRINT

PENNSYLVANIA BEAUTY VIEWS, WALMER,
BOX 224, HARRISBURG, PA.

Private no before imprint - 1

COLOR DESCRIPTION (COLORS ON ATTACHED CARD ARE GOOD) FOLIAGE IS VARIOUS SHADES OF GREEN FROM DARK TO LIGHT AND VERY LITTLE YELLOW. TREE AT LEFT CAN BE WHITE DOGWOOD BLOSSOMS. LOW TO WATER ON RIGHT ARE SOME SMALL YELLOW FLOWERS. ROCKS WHERE SHOWN ARE DARK GRAY OR DARK BROWN. THE TREE BRANCH AT LOWER LEFT MIGHT HELP TO BREAK UP THE BLACK SPOT BACK OF IT IF LEFT IN THE PICTURE.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. -

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

On sheet

Rel 3
He 1 1/2
A- 8 3/4
C- 6 3/4

3

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER — PHOTO USED FOR —

DIAL NO. 5A-H1077 ORDER NO. 54086 DATE 6/3/35

CUSTOMER BARKALOW BROS. COMPANY,
OMAHA, NEBRASKA

25 M POST CARDS SIZE 3 1/2 X 5 1/2

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full NO TITLE

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

COLOR DESCRIPTION

BODY BLUE. THE WHITE SHOWING - IS SILVER OR
ALUMINUM

DEPT.
RETOUCHING
ENGRAVING
PHOTO LITHO
COMPOSING
LITHO ART

DATE COMPLETED

Photos for
this Customer

STYLE PHOTO COLORIT, DECKLE EDGE,
(All of this on address side) WHITE BORDER

FRONT NO. 5
R. M. Yes No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint

PHOTO LITHO
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12
Prints each from Negatives MATTE or GLOSSY
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted
See Salesman, Customer, or Sample for Position, Office
DELIVER Straighten Photo
Negative — Line — Halftone — Combination. 120
Dry Wet — Pancromatic — Color Separation. 133
Transfer — Paper Process — New Process. 150
Stripping — White Border — Full Face. 175
Blue Print Handcolor Black & White Proof. Titles—Red, Blue.

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES
DUPLICATES ZINC COLOR PLATES
LINE & HALFTONE COMB COLOR PROCESS
Extra Negatives
Extra Stripping
Strip To Size
Double Print
Reverse Position
Reverse Color
Ben Day

ZINC ETCHINGS FROM COPIES
DUPLICATES COLOR PLATES
Extra Negatives
Extra Stripping
Strip To Size
Double Print
Reverse Position
Reverse Color
Ben Day

SIZE WIDE HIGH SAME SIZE
SCREEN 55 60 85 100 110 120 133 150

ETCHING DEPT PAINT IN BAS & GROUND SOLID
FINISHING DEPT OUTLINE OVAL CIRCLE
SQUARE - LIKE COPY - VIGNETTE HIGHLIGHT
WITH LINE - WITHOUT LINE - SPECIAL BORDER

SIZE WIDE HIGH SAME SIZE
BLOCKING DEPT WOOD - MORTISE - ANCHOR
SOLID METAL FLUSH TOP FLUSH BOTTOM
FLUSH SIDES FLUSH ALL AROUND
UNMOUNTED WITH BEAKERS
CUT TO PICAS (see size)
PROOFS
FLAT GOOD IN COLORS SPECIAL STOCK
ELECTROTYPES EACH OF
ON WOOD METAL

PHOTO RETURNED TO PHOTO USED FOR

J. P. WALMER,
HARRISBURG, PA.

NO. 5A-H1078

ORDER NO 54078

DATE 6/4/35

1-1 M ART COLORTONE POST CARDS, FULL FACE
(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

NO TITLE

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO 1

R. M YES

IMPRINT

PENNSYLVANIA BEAUTY VIEWS, WALMER,
BOX 224, HARRISBURG, PA.

COLOR DESCRIPTION

RIGHT SIDE BRONZE AND GREEN LEAVED ROSES AND RED BERRIED

SHRUBS. CEMENT ROAD. GREEN LOCUST SHURBERY ON LEFT. HIGH BRANCHES GREEN: LOWER
ONES YELLOWISH GREEN. THE BIG MASS OF WHITE HIGHWAY CAN BE BROKEN UP AND MADE
LESS PROMINENT, PROBABLY WITH SHADOWS. ATTACHED CARD HAS GOOD GREENS BUT THE
REDS AND YELLOWS WOULD BE TOO STRONG FOR THIS PICTURE.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

268K
A9
J. P. WALMER,
HARRISBURG, PA.

NO. 5A-H1079

ORDER NO. 54078

DATE 6/4/35

121 M ART COLORTONE POST CARDS, WHITE BORDER (ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE <u>UPPER</u> LOWER. CENTER - BORDER		FRONT NO. 1	R. M.Y'S
TITLE (IN FULL) THE END OF A PERFECT DAY - ON THE BLUE JUNIATA.		IMPRINT PENNSYLVANIA BEAUTY VIEWS, WALMER, BOX 224, BARRISBURG, PA.	
PRIVATE NO. UPPER RIGHT CORNER: 20			

COLOR DESCRIPTION

WHITE CEMENT ROAD WITH BLACK CENTER LANE. WHITE FENCE.

SHOW GREEN FOLIAGE ON TREES. DARK GRAY ROCKS ON LEFT CORNER, REMOVE POLE IN F REGROUND. DARK SPOTS ON MOUNTAIN SIDE ARE DARK GREEN EVERGREEN TREES. OTHER TREES ALL IN SUMMER COLORS. VARIOUS SHADES OF GREEN, ALMOST YELLOW, AND A FEW WITH SLIGHT BROWNISH TINT. ROCKS AT LEFT, DARK GRAY, A FEW YELLOWISH. LOW TREE AT LEFT. DOGWOOD, WHITE BLOSSOMS. WATER PALE BLUE WITH SOME LATE EVENING YELLOW OR CREAM TINT CLOSE TO CAMERA. FOR MOUNTAIN GREENISH BLUE (COLORS ON ATTACHED ARE GOOD)

PHOTO PROPERTY OF C. T. & CO. - X CUSTOMER

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. 5A-H1080 ORDER NO. 54087 DATE 3/35

CUSTOMER DALLAS PARK HOTEL,
MIAMI, FLORIDA

25 M POST CARDS SIZE 3 1/2 X 5 1/2

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full

TOP: DALLAS PARK HOTEL, MIAMI, FLORIDA

BOT: THE MOST BEAUTIFUL LOBBY IN MIAMI

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

COLOR DESCRIPTION

DEPT.
RETOUCHING
ENGRAVING
PHOTO LITHO
COMPOSING
LITHO ART

DATE COMPLETED

Photos for
this Customer

STYLE PHOTO COLORIT, WHITE BORDER
(All of this on address side)

FRONT NO. 5

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER

Straighten Photo

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES

DUPLICATES ZINC COLOR PLATES

LINE & HALFTONE COMB COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
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ZINC ETCHINGS FROM COPIES

DUPLICATES COLOR PLATES

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
--------------------	--------------------	------------------	-----------------	---------------------	------------------	---------

SIZE WIDE HIGH SAME SIZE

BLOCKING DEPT. WOOD - MORTISE - ANCHOR

SOLID METAL FLUSH TOP FLUSH BOTTOM

FLUSH SIDES FLUSH ALL AROUND

UNMOUNTED WITH BEARERS

CUT TO PICAS (See size)

PROOFS

FLAT GOOD IN COLORS SPECIAL STOCK

ELECTROTYPES EACH OF
ON WOOD METAL

SIZE WIDE HIGH SAME SIZE

SCREEN 55 60 85 100 110 120 133 150

ETCHING DEPT. PAINT IN DA. BACKGROUND SOLID

FINISHING DEPT. OUTLINE OVAL CIRCLE

SQUARE - LIKE COPY VIGNETTE HIGHLIGHT
WITH LINE - WITHOUT LINE - SPECIAL BORDER

NO

YES

RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR

Handwritten notes and signatures on the right side of the form, including a large 'X' and various initials.

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL No. ☒ 5A-H1081 ORDER NO. 54096 DATE 10-15-1935

CUSTOMER JACQUES FUMAGALLY,
CHICAGO, ILL.

DEPT.
RETOUCHING
ENGRAVING
PHOTO LITHO
COMPOSING
LITHO ART

DATE COMPLETED

Photos for
this Customer

25 M PC

SIZE $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE ART COLORTONE, WHITE BORDER

PLACE OF TITLE ☒ Upper, ☒ Lower, ☒ Center ☐ Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full

TOP. - RITZ BAR AT Jacques French restaurant
900 No Michigan Ave, Chicago

BOT. ALSO A NEW DINING ROOM WITH CONTINENTAL ATMOSPHERE —
TELEPHONE: DELAWARE 0904

RETOUCHING DEPARTMENT

☒ Submit ☐ Sketch ☐ Layout ☒ Retouched Photo ☐ Wash Drawing
Follow Layout

SEE TISSUE ATTACHED.

FRONT NO. 5 (All of this on address side)
R. M. Yes ☒ No ☐
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer ☒ C. T. Imprint ☐ No Imprint

PHOTO LITHO

Rephoto

NEG. NO.

____ Photograph each - Size 5x7 - 8x10 - 10x12
____ Prints each from ____ Negatives MATTE or GLOSSY
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted
See Salesman, Customer, or Sample for Position, Office
DELIVER Straighten Photo
Negative — Line — Halftone — Combination. 120
Dry — Wet — Pancromatic — Color Separation 133
Transfer — Paper Process — New Process. 150
Stripping — White Border — Full Face. 175
☒ Blue Print ☒ Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

YES

RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR

Del 6 1/2
see 1 3/4
A 12 3/4
C 1/2

Photo ret
11/11/36

Out Work
17.50

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. 5A-H1082 ORDER NO. 54706 DATE 7-2-1935

CUSTOMER JACQUES FUMAGALLY,
CHICAGO, ILLINOIS

DEPT.
RETOUCHING
ENGRAVING
PHOTO LITHO
COMPOSING
LITHO ART

DATE COMPLETED

Photos for
this Customer

12½ M PC SIZE 3½ x 5½

STYLE ART COLORTONE, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full

FRONT NO. 5 R. M. Yes No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C.T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

PHOTO LITHO
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from — Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted
See Salesman, Customer, or Sample for Position, Office

DELIVER Straighten Photo

Negative — Line — Halftone — Combination. Screen 120

Dry — Wet — Pancromatic — Color Separation. Screen 133

Transfer — Paper Process — New Process. Screen 150

Stripping — White Border — Full Face. Screen 175

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.

COLOR DESCRIPTION

ENGRAVING DEPARTMENT

HALFTONES FROM — COPIES

DUPLICATES — ZINC COLOR PLATES

LINE & HALFTONE COMB — COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
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ZINC ETCHINGS FROM — COPIES

DUPLICATES — COLOR PLATES

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
--------------------	--------------------	------------------	-----------------	---------------------	------------------	---------

SIZE — WIDE — HIGH SAME SIZE

BLOCKING DEPT WOOD MORTISE - ANCHOR
SOLID METAL - FLUSH TOP FLUSH BOTTOM
FLUSH SIDES FLUSH ALL AROUND
UNMOUNTED WITH BEAKERS
CUT TO PICAS see size

SIZE — WIDE — HIGH SAME SIZE
SCREEN 55 60 85 100 110 120 133 150

ETCHING DEPT PAINT IN BACK - ROUND SOLID

FINISHING DEPT OUTLINE OVAL CIRCLE
SQUARE - LIKE COPY VIGNETTE HIGHLIGHT
WITH LINE - WITHOUT LINE SPECIAL BORDER

PROOFS

FLAT — GOOD — IN COLORS — SPECIAL STOCK
ELECTROTYPES EACH OF —
ON WOOD METAL

SEE TISSUE ATTACHED.

Photo ret
1/11/36

RETURN PHOTO

YES

NO

PHOTO RETURNED

TO

PHOTO USED FOR

0

NO. 5A-H1083

COPYRIGHT BY HAYNES PICTURE SHOPS, INC.,
341 SELBY AVE., ST. PAUL, MINN. AND YELLOWSTONE
PARK, WYOMING.

ORDER NO.

DATE 6-5-1935

M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) (C) MORNING GLORY POOL

PRIVATE NO. BEFORE TITLE - 16049
BOT RIGHT, SMALL TYPE - COPYRIGHT
1916 BY HAYNES.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1

R. M.

YES

same as
4A H281

IMPRINT

SAME AS ABOVE

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. —

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

ASHEVILLE POST CARD CO.,
ASHEVILLE, N.C.

NO. 5A-H1084

ORDER NO. 54104

DATE 6-635

12M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) PILOT MOUNTAIN *AN*

HISTORIC LANDMARK OF NORTH CAROLINA
BOT-A SCENE NEAR MOUNT AIRY, N.C.
PRIVATE NO BEFORE TITLE-771

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2

R. M. *ON 5A-H1084*

IMPRINT

ONLY 1/0

SAME AS ABOVE

Photo to Zema - 9.25.40
COLOR DESCRIPTION

~~TAKE OFF BOTTOM TITLE AFTER 3500 ARE RUN~~

SEE CARD NO. 48703 FOR COLORS

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. -

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

DEADLINE

6

ASHEVILLE POST CARD CO.,
ASHEVILLE, N.C.

NO. 5A-H1085

ORDER NO. 54104

DATE 6-635

12 M

500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE (UPPER, LOWER, CENTER - BORDER.)

FRONT NO.

R. M.

TITLE (IN FULL)

PILOT MOUNTAIN BY

MOONLIGHT IN THE BLUE RIDGE

MOUNTAINS OF NORTH CAROLINA

BOT-A SCENE NEAR MOUNT AIRY, N.C.

PRIVATE NO. BEFORE TITLE-772

IMPRINT

SAME AS ABOVE

COLOR DESCRIPTION

~~MAKE SET BOTTOM TITLE AFTER 500 ARE RUN.~~

MAKE PRETTY MOONLIGHT SCENE, PUT IN MOON. CUT OFF FROM
FOREGROUND AND SIDES AS SUGGESTED WITH MARKS, OR USE OWN
JUDGMENT. SEE CARD NO. 48703 FOR COLORS.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

DEADLINE

5

ASHEVILLE POST CARD CO.,
ASHEVILLE, N.C.

NO. 5A-H1086

ORDER NO. 54104

DATE 6-6-35

12 M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) CITY MEMORIAL HOSPITAL,
WINSTON SALEM, N.C.
PRIVATE NO. BEFORE TITLE-W-33

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2

R. M. ~~ON 5A-H1086~~

IMPRINT

~~ONLY 1/0~~

SAME AS ABOVE

Photo to Kgenen 9.25.40
COLOR DESCRIPTION

DARK RED BRICK BLDG., TRIM VERY LIGHT CREAM.
AWNINGS GREEN AND WHITE STRIPED. SMALL WHITE FLOWERS ON
BUSHES ALONG BUILDING. TAKE OUT POLE AND WIRES

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

Photo to Kgenen 9.25.40

ASHEVILLE POST CARD CO.,
ASHEVILLE, N.C.

NO. 5A-H1087

ORDER NO. 54104

DATE 6-6-35

12 M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

FRONT NO. 2

R. MARK ~~ON~~ NO

TITLE (IN FULL) LOOKING EAST ON FOURTH
STREET, WINSTON-SALEM, N.C.

IMPRINT

SAME AS ABOVE

PRIVATE NO. BEFORE TITLE-W-34

Photo to Kepner 9-25-40 *Photo on 6474*

COLOR DESCRIPTION

BLDG. TO LEFT GREY AND CONCRETE, TRIMMING VERY DK.

GREEN. 2ND. BLDG. LEFT CAROLINA HOTEL. SIGN CARIKUBW IN ORANGE
LETTER ON DK. BLUE BACKGR. HOTEL BLDG. DK. TAN. CREAM TRIM. CANOPY
DK. RED. BLDG. ON 2ND. CORNER LEFT IS MEDIUM GRAY, CREAM TRIMMING.
1ST BLDG. TO RIGHT CONCRETE, VERY LIGHT GREEN TRIM. 2ND IS DARK RED
BRICK. 3RD. IS VERY LIGHT GRAY, CONCRETE PORTION AT LEFT, TOP WHERE
SHOWS LIGHTER TALL BLDG. IN LEFT BACKGR. LIGHT CONCRETE. TAKE OUT
TRUCK CROSSING IN FOREGR. ALSO 1ST. CAR TO RIGHT AND BLURRY PEOPLE
CROSSING STREET IN FOREGR. TAKE OUT WIRES.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

RETURN PHOTO.

TYPE SET UP

ASHEVILLE POST CARD CO.,
ASHEVILLE, N.C.

NO. 5A-H1088

ORDER NO. 54104

DATE 6-6-35

12 M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER LOWER. CENTER - BORDER.

FRONT NO. 2 R. M YES

TITLE (IN FULL) HISTORIC SALEM COLLEGE,

IMPRINT SAME AS ABOVE

WINSTON-~~SALEM~~, N. C.

PRIVATE NO. BEFORE TITLE ~~W~~-35

Photo in P 6474

COLOR DESCRIPTION

DARK RED BRICK, WHITE TRIM. MEDIUM GREEN SHUTTERS.
IVY WHERE INDICATED. ROOF RED TILE

SUBMIT: RET. PHOTO
PHOTO PROPERTY OF C. T. & Co.—

B. L. & W. PROOF
CUSTOMER

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

202
A142

ASHEVILLE POST CARD CO.,
ASHEVILLE, N.C.

NO. 5A-H1089

ORDER NO. 54104

DATE 6-6-35

12 M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE (UPPER) LOWER, CENTER - BORDER.

FRONT NO. 2 R. M. NO

TITLE (IN FULL) AIRPLANE VIEW OF

IMPRINT SAME AS ABOVE

WINSTON-SALEM, N. C.

PRIVATE NO. BEFORE TITLE-W-36

Photo to Kepner 7.25.40

COLOR DESCRIPTION

TALL BLDG. CONCRETE LIGHT MEDIUM GREEN

LEFT VERY LIGHT GREEN

MAKE GOOD COLOR SCHEMES, USE ARTIST'S BEST JUDGMENT.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

STEPHEN H. WILLARD,
PALM SPRINGS, CALIF.

NO. 5A-H1090

ORDER NO. 54139

DATE 6-6-35

25 M PHOTO COLORIT POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER CENTER - BORDER.

FRONT NO. 11 R. M. YES

TITLE (IN FULL) GARDENS, EL MIRADOR
HOTEL, PALM SPRINGS,
CALIFORNIA

IMPRINT PHOTOGRAPH BY
STEPHEN H. WILLARD, PALM
SPRINGS, CALIFORNIA

COLOR DESCRIPTION

SEE COLORED PHOTO ATTACHED

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & CO. CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

DEADLINE

B5

7

STEPHEN H. WILLARD,
PALM SPRINGS, CALIF.

NO. 5A-H1091

ORDER NO. 54140

DATE 6-6-35

6 M PHOTO COLORIT POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 11 R. M. NO

TITLE (IN FULL) PALM CANYON DRIVE,
PALM SPRINGS, CALIFORNIA

IMPRINT PHOTOGRAPH BY STEPHEN
H. WILLARD, PALM SPRINGS,
CALIFORNIA

COLOR DESCRIPTION

SEE COLORED PHOTO ATTACHED

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

1935 JUN 10

DEADLINE
DEADLINE
DEADLINE

STEPHEN H. WILLARD,
PALM SPRINGS, CALIF.

NO. 5A-H1892

ORDER NO. 54140

DATE 6-6-35

6 M PHOTO COLORIT POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) HOTEL THE OASIS, PALM
SPRINGS, CALIFORNIA

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 11 R. M. 10

IMPRINT PHOTOGRAPH BY STEPHEN

H. WILLARD, PALM SPRINGS,
CALIFORNIA

COLOR DESCRIPTION

SEE COLORED PHOTO ATTACHED

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & Co. - CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

DEADLINE

CUSTOMER
—
C. T. & CO.
—
PHOTO PROPERTY OF
—
RETURN PHOTO
YES
NO

DIAL NO. 5A-H1093 ORDER NO. 54L45 DATE 6-6-1935

CUSTOMER F. L. MAYTAG,
LAKE GENEVA, WISCONSIN

6 M PC SIZE 3 1-2 X 5 1-2

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full
NO TITLE

RETOUCHING DEPARTMENT

(Submit) — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

SEE TISSUE ATTACHED.

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

DEADLINE

DEPT.
RETOUCHING
ENGRAVING
PHOTO LITHO
COMPOSING
LITHO ART

DATE COMPLETED

Photos for
this Customer

STYLE PHOTO COLORIT, WHITE
BORDER

FRONT NO. 5

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER Straighten Photo

Negative — Line — Halftone — Combination. 120

Dry — Wet — Pancromatic — Color Separation 133

Transfer — Paper Process — New Process. 150

Stripping — White Border — Full Face. 175

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES

DUPLICATES ZINC COLOR PLATES

LINE & HALFTONE COMB COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
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ZINC ETCHINGS FROM COPIES

DUPLICATES COLOR PLATES

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
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SIZE WIDE HIGH, SAME SIZE

BLOCKING DEPT. WOOD - MORTISE - ANCHOR

SOLID METAL - FLUSH TOP - FLUSH BOTTOM

FLUSH SIDES - FLUSH ALL AROUND

UNMOUNTED WITH BRACKETS

CUT TO PICAS (see size)

PROOFS

FLAT GOOD IN COLORS SPECIAL STOCK

ELECTROTYPES EACH OF
ON WOOD METAL

SIZE WIDE HIGH SAME SIZE
SCREEN 55 60 65 70 75 80 85 90 95 100 110 120 130 140

ETCHING DEPT. PAINT IN BACKGROUND/SOLID

FINISHING DEPT. OUTLINE OVAL CIRCLE
SQUARE - LIKE COPY - VIGNETTE HIGHLIGHT
WITH LINE WITHOUT LINE SPECIAL BORDER

PHOTO RETURNED

TO

PHOTO USED FOR

CUSTOMER

PHOTO PROPERTY OF C. T. & CO.

NO

YES

RETURN PHOTO

DIAL No. 5A-H1094 ORDER NO. ~~675XXXX~~ 54145 DATE 6-6-1935

CUSTOMER F. L. MAYTAG,
LAKE GENEVA, WIS.

6 M PC SIZE 3 1-2 X 5 1-2

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full NO TITLE.

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

SEE TISSUE ATTACHED.

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

Photo rec 9/17/35

DEADLINE

DEPT.
RETOUCHING
ENGRAVING
PHOTO LITHO
COMPOSING
LITHO ART

DATE COMPLETED

Photos for
this Customer

STYLE PHOTO COLORIT, WHITE
BORDER

FRONT NO. 5
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint

PHOTO LITHO
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12
Prints each from Negatives MATTE or GLOSSY
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted
See Salesman, Customer, or Sample for Position, Office
DELIVER Straighten Photo
Negative — Line — Halftone — Combination. 120
Dry — Wet — Pancromatic — Color Separation 133
Transfer — Paper Process — New Process. 150
Stripping — White Border — Full Face. 175
Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES
DUPLICATES ZINC COLOR PLATES
LINE & HALFTONE COMB COLOR PROCESS
Extra Negative Extra Stripping Strip To Size Double Print Reverse Position Reverse Color Ben Day
ZINC ETCHINGS FROM COPIES
DUPLICATES COLOR PLATES
Extra Negative Extra Stripping Strip To Size Double Print Reverse Position Reverse Color Ben Day

SIZE WIDE HIGH SAME SIZE

BLOCKING DEPT. WOOD MORTISE ANCHOR
SOLID METAL FLUSH TOP FLUSH BOTTOM
FLUSH SIDES FLUSH ALL AROUND
UNMOUNTED WITH DEAKERS
CUT TO PICAS (see size)

PROOFS

FLAT GOOD IN COLORS SPECIAL STOCK
ELECTROTYPES EACH OF
ON WOOD METAL

ETCHING DEPT. PAINT IN BACKGROUND SOLID

FINISHING DEPT. OUTLINE OVAL CIRCLE
SQUARE - LIKE COPY VIGNETTE HIGHLIGHT
WITH LINE WITHOUT LINE SPECIAL BORDER

PHOTO RETURNED

TO

PHOTO USED FOR

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. 5A-H1095 ORDER NO. 54145 DATE 6-6-1935

CUSTOMER F. L. MAYTAG,
LAKE GENEVA, WIS.

DEPT.
RETOUCHING
ENGRAVING
PHOTO LITHO
COMPOSING
LITHO ART

DATE COMPLETED

Photos for
this Customer

6M PC SIZE 3 1-2 X 5 1-2

STYLE PHOTO COLOPIT, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full
NO TITLE.

FRONT NO. 5 R. M. Yes No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

SEE TISSUE ATTACHED.

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

Photo ret 9/11/35

RETURN PHOTO YES NO

DEADLINE

PHOTO LITHO
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12
Prints each from Negatives MATTE or GLOSSY
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted
See Salesman, Customer, or Sample for Position, Office
DELIVER Straighten Photo
Negative — Line — Halftone — Combination. Screen 120
Dry — Wet — Pancromatic — Color Separation. 133
Transfer — Paper Process — New Process. 150
Stripping — White Border — Full Face. 175
Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES
DUPLICATES ZINC COLOR PLATES
LINE & HALFTONE COMB COLOR PROCESS
Extra Negatives Extra Stripping Strip To Size Double Print Reverse Position Reverse Color Ben Day

SIZE WIDE HIGH SAME SIZE
SCREEN 55 60 85 100 110 120 133 150

ETCHING DEPT. PAINT IN BACKGROUND SOLID

FINISHING DEPT. OUTLINE - OVAL - CIRCLE
SQUARE - LIKE COPY - VIGNETTE - HIGHLIGHT
WITH LINE WITHOUT LINE SPECIAL BORDER

SIZE WIDE HIGH SAME SIZE

BLOCKING DEPT. WOOD MORTISE - ANCHOR
SOLID METAL - FLUSH TOP - FLUSH BOTTOM
FLUSH SIDES - FLUSH ALL AROUND
UNMOUNTED WITH DRAWERS
CUT TO PICAS (see size)

PROOFS

FLAT GOOD IN COLORS SPECIAL STOCK
ELECTROTYPES EACH OF
ON WOOD METAL

PHOTO RETURNED

TO

PHOTO USED FOR

Off. d. 0-29

CUSTOMER
PHOTO PROPERTY OF C. T. & CO.
PHOTO RETURNED
TO
RETURN PHOTO
YES
NO

DIAL NO. 5A-H1096 ORDER NO. 54180 DATE 6/7/35

CUSTOMER L. H. UPTON
CHICAGO, ILLINOIS

6 M POST CARDS SIZE 3 1/2 X 5 1/2

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full MISS TEMPERANCE. FOUR YEAR OLD DOROTHY
JOHNSON, OF CHICAGO

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout CHANGE GIRLS HAND TO FORM THEIR
SALUTE IF POSSIBLE CLOSING THUMB AND LITTLE
FINGER - OTHER FINGERS AS THEY ARE SHOWN.
CLEAN UP "I" IN SENTENCE "I DO NOT DRINK". ALSO
CLEAN UP OTHER LETTERS.

COLOR DESCRIPTION

ROUND SIGN - #5
LETTERS IN SIGN - #4. GIRLS HAIR BETWEEN #10
- #17. EYES DARK BROWN. BANNER WHITE WITH
SCARLET LETTERING. BACKGROUND WHATEVER WE SUGGEST
WHICH HARMONIZES WITH OTHER COLORS COLORS

DEPT.
RETOUCHING
ENGRAVING
PHOTO LITHO
COMPOSING
LITHO ART

DATE COMPLETED

Photos for
this Customer

STYLE ART COLORTONE, WHITE BORDER

FRONT NO. 5 (All of this on address side)
R. M. Yes No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C.T. Imprint No Imprint

PHOTO LITHO

NEG. NO.

Rephoto
Photograph each - Size 5x7 - 8x10 - 10x12
Prints each from Negatives MATTE or GLOSSY
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted
See Salesman, Customer, or Sample for Position, Office
DELIVER Straighten Photo
Negative — Line — Halftone — Combination. Screen 120
Dry Wet — Pancromatic — Color Separation. 133
Transfer — Paper Process — New Process. 150
Stripping — White Border — Full Face. 175
Blue Print Handcolor Black & White Proof. Titles — Red, Blue.

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES
DUPLICATES ZINC COLOR PLATES
LINE & HALFTONE COMB COLOR PROCESS
Extra Negatives
Extra Stripping
Strip To Size
Double Print
Reverse Position
Reverse Color
Ben Day

ZINC ETCHINGS FROM COPIES
DUPLICATES COLOR PLATES
Extra Negatives
Extra Stripping
Strip To Size
Double Print
Reverse Position
Reverse Color
Ben Day

SIZE WIDE HIGH SAME SIZE
SCREEN 55 60 65 100 110 120 133 150

ETCHING DEPT. PAINT IN BACKGROUND SOLID

FINISHING DEPT. OUTLINE OVAL - CIRCLE
SQUARE - LIKE COPY - VIGNETTE HIGHLIGHT
WITH LINE WITHOUT LINE - SPECIAL BORDER

SIZE WIDE HIGH SAME SIZE

BLOCKING DEPT. WOOD - MORTISE - ANCHOR
SOLID METAL FLUSH TOP FLUSH BOTTOM
FLUSH SIDES FLUSH ALL AROUND
UNMOUNTED WITH DRAWERS
CUT TO PICAS (See Size)

PROOFS

FLAT GOOD IN COLORS SPECIAL STOCK
ELECTROTYPES EACH OF
ON WOOD METAL

make DR Blue impression

5. New

210 1/2
A9

3

HOPKINS CAMERA AND GIFT SHOP
TRAVERSE CITY, MICH.

NO. 5A-HI 097

ORDER NO. 54181

DATE 6-7-35

12 M 500 ART COLORTONE POST CARDS, WHITE BORDER

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL)

PARK PLACE HOTEL,
TRAVERSE CITY, MICH.

FRONT NO. 1

R. M. NO

IMPRINT

SAME AS ABOVE

COLOR DESCRIPTION

TRY AND PUT FLAGS ON POLES LIKE IN THE OTHER PICTURE

photo 8-1-35

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

DEADLINE

10

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. 5A-H1099 ORDER NO. 54168 DATE 6/7/35

CUSTOMER COOEY-BENTZ COMPANY,
WHEELING, W. VA.

DEPT.
RETOUCHING
ENGRAVING
PHOTO LITHO
COMPOSING
LITHO ART

DATE COMPLETED

Photos for
this Customer

6 M POST CARDS SIZE $3\frac{1}{2} \times 5\frac{1}{2}$

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full ENTRANCE TO INSPIRATION VILLA

STYLEart COLORTONE, WHITE BORDER

(All of this on address side)

FRONT NO. 5 R. M. ☒ No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint

at left Photo of your house, Wheeling, W. Va.

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

PHOTO LITHO
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted
See Salesman, Customer, or Sample for Position, Office

DELIVER Straighten Photo

Negative — Line — Halftone — Combination.

Dry - Wet — Pancromatic — Color Separation

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.

120
133
150
175

COLOR DESCRIPTION

SEE TISSUE ATTACHED TO PHOTOGRAPH

Large Photo

HALFTONES FROM COPIES

DUPLICATES ZINC COLOR PLATES

LINE & HALFTONE COMB COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
--------------------	--------------------	------------------	-----------------	---------------------	------------------	---------

SIZE WIDE HIGH SAME SIZE

SCREEN 50 60 85 100 120 133 150

ETCHING DEPT. PAINT IN BLACK OR UNDSOLID

FINISHING DEPT. OUTLINE OVAL CIRCLE
SQUARE - LIKE COPY - VIGNETTE HIGHLIGHT
WITH LINE WITHOUT LINE - SPECIAL BORDER

ZINC ETCHINGS FROM COPIES

DUPLICATES COLOR PLATES

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
--------------------	--------------------	------------------	-----------------	---------------------	------------------	---------

SIZE WIDE HIGH SAME SIZE

BLOCKING DEPT. WOOD - MORTISE - ANCHOR
SOLID METAL FLUSH TOP FLUSH BOTTOM
FLUSH SIDES FLUSH ALL AROUND
UNMOUNTED WITH BEAKERS
CUT TO PICAS (see size)

PROOFS

FLAT GOOD IN COLORS SPECIAL STOCK
ELECTROTYPES EACH OF
ON WOOD METAL

PHOTO RETURNED

TO

PHOTO USED FOR

NO

YES

RETURN PHOTO

*Set 6
200 1/2
A-11
C-12*

*Cont. W.
11.50*

2101 1/2
79

WESTERN PUBLISHING & NOVELTY CO.,
LOS ANGELES, CALIF.

NO. 5A-1100
H2000

ORDER NO. 54190

DATE 6-7-1935

12M 500 ART & LORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) AMERICAN CUSTOMS HOUSE.

INTERNATIONAL BOUNDARY LINE BETWEEN
SAN YSIDRO, CALIFORNIA AND TIJUANA, MEXICO

PRIVATE NO. BEFORE TITLE- X-1

(ALL OF THIS ON THE ADDRESS SIDE)
FRONT NO. 11 R. M. NO

IMPRINT SAME AS ABOVE

PUT IN STAMP SPACE - "P LACE
STAMP HERE" & MADE IN U.S.A.

COLOR DESCRIPTION

SEE TISSUE ATTACHED. DO NOT MAKE FLAG SO STIFF.

FOREIGN

NO ARTIFICIAL RETOUCHING

Watch FLAGS and

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & CO. CUSTOMER

ALL DETAILS
CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

8

1740

2013
A9 1/2

WESTERN PUBLISHING & NOVELTY CO.,
LOS ANGELES, CALIF.

1101
NO. 5A-R2401
ORDER NO. 54190
DATE 6-7-1935

12M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)
PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.
TITLE (IN FULL) FOREIGN CLUB, TIJUANA,
MEXICO

(ALL OF THIS ON THE ADDRESS SIDE)
FRONT NO. 11 R. M. NO
IMPRINT SAME AS ABOVE
PUT IN STAMP SPACE "PLACE
STAMP HERE" & "MADE IN U.S.A."

PRIVATE NO. BEFORE TITLE- X-2

COLOR DESCRIPTION

SEE \$1 ISSUE ATTACHED. WATCH COLORS ON MEXICO FLAGS &
DO NOT MAKE FLAGS SO STIFF.

FOREIGN

NO ARTIFICIAL RETOUCHING

SUBMIT WITH PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.

CUSTOMER

all DETAILS

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

5

200 1 1/2
A9 3/4

WESTERN PUBLISHING & NOVELTY CO.,
LOS ANGELES, CALIF.

1102
NO. 5A-H2402
ORDER NO. 54190
DATE 6-7-1935

12M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) MAIN STREET, TIJUANA,
MEXICO

PRIVATE NO. BEFORE TITLE- X-3

(ALL OF THIS ON THE ADDRESS SIDE)
FRONT NO. IIR. M NO

IMPRINT SAME AS ABOVE
PUT IN STAMP SPACE "PLACE STAMP
HERE" & "MADE IN U.S.A."

COLOR DESCRIPTION

SEE TISSUE ATTACHED, WATCH COLORS ON MEXICAL FLAG.
DO NOT MAKE FLAGS SO STIFF.

FOREIGN
FLAGS and
all DETAILS

NO ARTIFICIAL RETOUCHING

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & CO. CUSTOMER
CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE 64 DE

20 1/2
A 8 3/4

WESTERN PUBLISHING & NOVELTY CO.,
LOS ANGELES, CALIF.

1103
NO. 5A-H2003

ORDER NO. 54195

DATE 6-7-1935

12 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

FRONT NO. SPECIAL R. M. NO

TITLE (IN FULL) 'MEXICALI' BEER
HALL, THE LONGEST BAR IN THE
WORLD, TIJUANA, MEXICO

IMPRINT SAME AS ABOVE (IN CENTER)
AT LEFT- PUBLISHED FOR 'THE BIG
CURIO STORE', LOWER CALIFORNIA
COMMERCIAL CO., INC., TIJUANA,
LOWER CALIFORNIA, MEXICO.
PUT IN STAMP SPACE 'PLACE STAMP
HERE' & 'MADE IN U.S.A.'

COLOR DESCRIPTION

SEE TISSUE ATTACHED. WATCH COLORS ON MEXICAN FLAGS & DO NOT
MAKE FLAGS SO STIFF.

FOREIGN

NO ARTIFICIAL RETOUCHING

SUBMIT: RET. PHOTO B. L. & W. PROOF
PHOTO PROPERTY OF CURT TEICH & CO. CUSTOMER

HANDCOL PROOF RETURN PHOTO.

Watch FLAGS and
all DETAILS

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

32

2001
A8 3/4

WESTERN PUBLISHING & NOVELTY CO.,
LOS ANGELES, CALIF.

1104
NO. 5A-M2004

ORDER NO. 54195

DATE 6-7-1935

12M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)
PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)
INTERNATIONAL BOUNDARY.
MEXICAN AND AMERICAN CUSTOM
HOUSES, TIJUANA, MEXICO

(ALL OF THIS ON THE ADDRESS SIDE)
FRONT NO. SPECIAL R. M. NO
IMPRINT SAME AS ABOVE (IN CENTER)
ON LEFT- PUBLISHED FOR "THE BIG
CURIO STORE" LOWER CALIFORNIA
COMMERCIAL CO., INC., TIJUANA,
LOWER CALIFORNIA, MEXICO
PUT IN STAMP SPACE "PLACE STAMP
HERE" & "MADE IN U.S.A."

COLOR DESCRIPTION
SEE TISSUE ATTACHED. WATCH COLORS & ON MEXICAN FLAG & DO NOT
MAKE FLAG SO STIFF.

FOREIGN

NO ARTIFICIAL RETOUCHING

Watch FLAGS and
SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & CO. CUSTOMER
all DETAILS
CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

not

2102
A-15

1105
NO. 5A-H2005

WESTERN PUBLISHING & NOVELTY CO.,
LOS ANGELES, CALIF.

ORDER No. 54195
DATE 6-7-1935

12M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

FRONT No. SPECIAL R. M NO

TITLE (IN FULL)

IMPRINT SAME AS ABOVE (IN CENTER)
AT LEFT- PUBLISHED FOR "THE BIG
CURIO STORE" LOWER CALIFORNIA
COMMERCIAL CO., INC., TIJUANA,
LOWER CALIFORNIA, MEXICO

SALA DE FIESTA, HOTEL
AGUA CALIENTE, TIJUANA, MEXICO

PUT IN STAMP SPACE "PLACE, STAMP
HERE & "MADE IN U.S.A."

COLOR DESCRIPTION

USE PHOTO NO. 4104-29. SEE INSTRUCTIONS ATTACHED.

FOREIGN
Watch FLAGS and
DETAILS

NO ARTIFICIAL RETOUCHING

SUBMIT: RET. PHOTO BILL & V. PROOF
PHOTO PROPERTY OF C. T. & CO. CUSTOMER

HANDCOL PROOF RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

3-8
6-3

2 1/2

2013
A 10

NO. ¹¹⁰⁶ 5A-H2006
ORDER NO. 54195
DATE 6-7-1935

WESTERN PUBLISHING & NOVELTY CO.,
LOS ANGELES, CALIF.

12 M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. SPECIAL R. M NO

TITLE (IN FULL)

IMPRINT SAME AS ABOVE (IN CENTER)

GREETINGS FROM
TIJUANA, MEXICO

ON LEFT- PUBLISHED FOR "THE BIG
CURIO STORE LOWER CALIFORNIA
COMMERCIAL CO., INC. TIJUANA,
LOWER CALIFORNIA, MEXICO
PUT IN STAMP SPACE "PLACE STAMP
HERE" & "MADE IN U.S.A."

IN PLATE- (C) *In plate*

COLOR DESCRIPTION

USE PHOTO NO. 123366.

FOREIGN
Watch FLAGS and
ALL DETAILS

NO ARTIFICIAL RETOUCHING

SUBMIT: RET. PHOTO B. L. & W. PROOF
PHOTO PROPERTY OF C. T. & CO. — ☒ CUSTOMER

HANDCOL PROOF RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

6

1107
NO. 5A-H2027

split job - 16
- 3 -

WESTERN PUBLISHING & NOVELTY CO.,
LOS ANGELES, CALIF.

ORDER NO. 54195

DATE 6-7-1935

12M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL)

"MEXI CALI" BEER HALL

"THE LONGEST BAR IN THE WORLD"

TIJUANA, MEXICO

IN PLATE- (C)

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. SPECIAL M. NO

IMPRINT SAME AS ABOVE (IN CENTER)
AT LEFT- PUBLISHED FOR "THE BIG
CURIO STORE" LOWER CALIFORNIA
COMMERCIAL CO., INC., TIJUANA,
LOWER CALIFORNIA, MEXICO
PUT IN STAMP SPACE PLACE STAMP
HERE & "MADE IN U.S.A."

COLOR DESCRIPTION

USE PHOTO NO. 123375. SEE INSTRUCTIONS ATTACHED.

FOREIGN
Watch FLAGS and
all DETAILS

NO ARTIFICIAL RETOUCHING

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co. - ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE CUT UP

210 13 1/4
12 3/4

8

W La

210 1/2
A11 1/2

WESTERN PUBLISHING & NOVELTY CO.,
LOS ANGELES, CALIF.

NO. 5A-42008
ORDER NO. 54195
DATE 6-7-1935

12M 500 ART COLOR TONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.
TITLE (IN FULL)
MAIN STREET, TIJUANA,
MEXICO

IN PLATE - (C)

(ALL OF THIS ON THE ADDRESS SIDE)
FRONT NO. SPECIAL M. NO
IMPRINT SAME AS ABOVE (IN CENTER)
AT LEFT - PUBLISHED FOR "THE BIG
CURIO STORE" LOWER CALIFORNIA
COMMERCIAL CO. INC. TIJUANA,
LOWER CALIFORNIA, MEXICO
PUT IN STAMP SPACE "PLACE STAMP
HERE" & "MADE IN U.S.A."

COLOR DESCRIPTION
USE PHOTO NO. 123372. SEE INSTRUCTIONS ATTACHED. WATCH
COLORS ON MEXICAN FLAGS. DO NOT MAKE THEM SO STIFF.

FOREIGN

NO ARTIFICIAL RETOUCHING

SUBMIT: RETURN PHOTO. ☒ HANDCOL PROOF ☐ RETURN PHOTO.
PHOTO PROPERTY OF C. T. & CO. ☒ CUSTOMER
CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET ON

1109
NO. 5A-H2009

WESTERN PUBLISHING & NOVELTY CO.,
LOS ANGELES, CALIF.

ORDER NO. 54195
DATE 6-7-1935

12M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)
PLACE OF TITLE UPPER LOWER, CENTER - BORDER.
TITLE (IN FULL) MAIN STREET LOOKING
NORTH, TIJUANA, MEXICO

(ALL OF THIS ON THE ADDRESS SIDE)
FRONT NO. SPECIAL R. M NO
IMPRINT SAME AS ABOVE (IN CENTER)
AT LEFT- PUBLISHED FOR "THE BIG
CURIO STORE" LOWER CALIFORNIA
COMMERCIAL CO., INC., TIJUANA,
LOWER CALIFORNIA, MEXICO
PUT IN STAMP SPACE "PLACE STAMP
HERE & MADE IN U.S.A."

COLOR DESCRIPTION
SEE TISSUE ATTACHED. WATCH COLORS ON MEXICAN FLAGS. DO NOT
MAKE FLAGS SO STIFF.

FOREIGN
Watch FLAGS and
DETAILS

NO ARTIFICIAL RETOUCHING

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF CURT TEICH & CO. CUSTOMER
CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

11/10
NO. 5A-M2010

WESTERN PUBLISHING & NOVELTY CO.,
LOS ANGELES, CALIF.

ORDER NO. 54195

6-7-1935

DATE

12M500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL)

THE FOREIGN CLUB,
TIJUANA, MEXICO

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. SPECIAL R. M NO

IMPRINT SAME AS ABOVE (IN CENTER)
AT LEFT- PUBLISHED FOR "THE BIG
CURIO STORE" LOWER CALIFORNIA
COMMERCIAL CO., INC., TIJUANA,
LOWER CALIFORNIA, MEXICO

PUT IN STAMP SPACE "PLACE STAMP
HERE" & "MADE IN U.S.A."

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

FOREIGN
Watch FLAGS and
MAIL DETAILS

NO ARTIFICIAL RETOUCHING

SUBMIT: RET. PHOTO & W. PROOF
PHOTO PROPERTY OF CURT TEICH & CO. CUSTOMER

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

5

25 1 1/2
A 8 3/4

WESTERN PUBLISHING & NOVELTY CO.,
LOS ANGELES, CALIF.

NO. 5A-H2011

ORDER NO. 54195

DATE 6-7-1935

12M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

CAMPANILE, CHIMES

TOWER AND GOLF CLUB, AGUA
CALIENTE, TIJUANA, MEXICO

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO SPECIAL R. M. NO

IMPRINT SAME AS ABOVE (IN CTR)
AT LEFT- PUBLISHED FOR "THE BIG
CURIO STORE" LOWER CALIFORNIA
COMMERCIAL CO., INC., TIJUANA,
LOWER CALIFORNIA, MEXICO

PUT IN STAMP SPACE "PLACE STAMP
HERE" & "MADE IN U.S.A."

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

FOREIGN
Watch **FLAGS** and
all **DETAILS**

NO ARTIFICIAL RETOUCHING

SUBMIT: RET. PHOTO
PHOTO PROPERTY OF C. T. & Co.—

B. L. & W. PROOF
X CUSTOMER

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

HC 1 1/2
49

WESTERN PUBLISHING & NOVELTY CO.,
LOS ANGELES, CALIF.

NO. 5A-H2012
ORDER NO. 54195

DATE 6-7-1935

12_M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)
THE SPA, HOTEL AGUA
CALIENTE, TIJUANA, MEXICO

(ALL OF THIS ON THE ADDRESS SIDE)
FRONT NO. **SPECIAL** R. M. NO
IMPRINT SAMEAS ABOVE (IN CENTER)
AT LEFT- PUBLISHED FOR "THE BIG
CURIO STORE" LOWER CALIFORNIA
COMMERCIAL CO., INC., TIJUANA,
LOWER CALIFORNIA, MEXICO
PUT IN STAMP SPACE "PLACE STAMP
HERE" & "MADE IN U.S.A."

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

FOREIGN
Watch **FLAGS** and
ALL DETAILS

NO ARTIFICIAL RETOUCHING

SUBMIT: RET. PHOTO B. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & Co. CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

*Am Street
you in back*

5

NO. ~~2222~~ 5A-H2013 ¹¹¹³

ORDER NO. 54195

DATE 6-7-1935

WESTERN PUBLISHING & NOVELTY CO.,
LOS ANGELES, CALIF.

12M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

SPA LOBBY, HOTEL

AGUA CALIENTE, TIJUANA, MEXICO

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. SPECIAL R. M. NO

IMPRINT SAME AS ABOVE (IN CENTER)

ON LEFT - PUBLISHED FOR "THE BIG
CURIO STORE" LOWER CALIFORNIA
COMMERCIAL CO., INC., TIJUANA,
LOWER CALIFORNIA, MEXICO

COLOR DESCRIPTION

Cut in Lamp space Place Lamp here - Made in U.S.A.

SEE TISSUE ATTACHED.

FOREIGN
Watch **FLAGS** and

NO ARTIFICIAL RETOUCHING

SUBMIT: RET. PHOTO ☒ B. L. & W. PROOF
PHOTO PROPERTY OF C. T. & CO. ☒ CUSTOMER

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET MP

12 - 3

13 April 4

HP 4
A13 1/2

62

20-12
A9

NO. 5A-H214

ORDER No. 54195

WESTERN PUBLISHING & NOVELTY CO.,
LOS ANGELES, CALIF.

DATE 6-7-1935

☒ 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL)

ENTRANCE TO CASINO
SHOWING WISHING WELL, AGUA
CALIENTE, TIJUANA, MEXICO

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. SPECIAL R. M. NO

IMPRINT SAME AS ABOVE (IN CENTER)

AT LEFT- PUBLISHED FOR "THE BIG
CURIO STORE" LOWER CALIFORNIA
COMMERCIAL CO., INC., TIJUANA,
LOWER CALIFORNIA, MEXICO

PUT IN STAMP SPACE "PLACE STAMP
HERE & MADE IN U.S.A."

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

NO ARTIFICIAL RETOUCHING

FOREIGN

SUBMIT: RET. PHOTO

B. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF CUSTOMER

AIR DETAILS

COMPANY, INC., CHICAGO
PHOTO TICKET

NO. 5A-H2015

WESTERN PUBLISHING & NOVELTY CO.,
LOS ANGELES, CALIF.

ORDER NO. 54195

DATE 6-7-1935

12M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

GRAND STAND AND CLUB
HOUSE, AGUA CALIENTE JOCKEY CLUB,
TIJUANA, MEXICO

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. SPECIAL R. M. NO

IMPRINT SAME AS ABOVE (IN CENTER)

AT LEFT- PUBLISHED FOR "THE BIG
CURIO STORE" LOWER CALIFORNIA
COMMERCIAL CO., TIJUANA, LOWER
CALIFORNIA, MEXICO
PUT IN STAMP SPACE "PLACE STAMP
HERE" & "MADE IN U.S.A."

COLOR DESCRIPTION

SEE TISSUE ATTACHED. WATCH COLORS ON MEXICAN FLAGS.
DO NOT MAKE FLAGS SO STIFF.

NO ARTIFICIAL RETOUCHING

FOREIGN

SUBMIT: RET. PHOTO. FLAGS DETAILS PROOF
PHOTO PROPERTY OF C. T. & Co. — CUSTOMER

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

200 1/2
A 8 3/4

WESTERN PUBLISHING & NOVELTY CO.,
LOS ANGELES, CALIF.

1116
NO. 5A-H2016

ORDER NO. 54195

DATE 6-7-1935

12_M 500 ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE <u>UPPER</u> LOWER. CENTER - BORDER.		FRONT NO. SPECIAL R. M NO	
TITLE (IN FULL) 2ND STREET, TIJUANA, MEXICO		IMPRINT SAME AS ABOVE (IN CENTER)	
		AT LEFT- PUBLISHED FOR "THE BIG	
		CURIO STORE" LOWER CALIFORNIA	
		COMMERCIAL CO., INC., TIJUANA,	
		LOWER CALIFORNIA, MEXICO	
		PUT IN STAMP SPACE "PLACE STAMP	
		HERE & MADE IN U.S.A.	

COLOR DESCRIPTION

SEE TISSUE ATTACHED. WATCH COLORS ON MEXICAL FLAGS. DO NOT
MAKE FLAGS SO STOFF.

FOREIGN

NO ARTIFICIAL RETOUCHING

SUBMIT: RET. PHOTO B. L. & W. PROOF
PHOTO PROPERTY OF C. T. & CO. CUSTOMER
all CURT TEICH & COMPANY, INC., CHICAGO
DETAILS PHOTO TICKET

TYPE SET UP

for

200-1/2
A 9 3/4

1117
NO. 5A-H2017

WESTERN PUBLISHING & NOVELTY CO.,
LOS ANGELES, CALIF.

ORDER NO. 54195

DATE 6-7-1935

12 M 500 ART COLOR ONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)
MAIN STREET LOOKING
SOUTH, TIJUANA, MEXICO

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. SPECIAL M NO.

IMPRINT SAME AS ABOVE (IN CENTER)
AT LE T- PUBLISHED FOR "THE BIG
CURIO STORE" LOWER CALIFORNIA
COMMERCIAL CO., INC., TIJUANA,
LOWER CALIFORNIA, MEXICO
PUT IN STAMP SPACE "PLACE STAMP
HERE" & "MADE IN U.S.A."

COLOR DESCRIPTION

SEE TISSUE ATTACHED. WATCH COLORS IN MEXICAN FLAG. DO
NOT MAKE FLAGS SO STIFF

FOREIGN
DETAILS

NO ARTIFICIAL RETOUCHING

SUBMIT, RET. PHOTO, 5-1-3 W. PROOF
PHOTO PROPERTY OF C. T. & CO. - X CUSTOMER

HANDCOL PROOF RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

1117 SET 11

see 2 1/4
A 1 1/4

NO. 5A-42018

WESTERN PUBLISHING & NOVELTY CO.,
LOS ANGELES, CALIF.

ORDER NO. 54195

DATE 6-7-1935

12 M500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

FRONT NO. SPECIAL R. M NO

TITLE (IN FULL) INTERIOR, MEXICAN
BAZAR, TIJUANA, MEXICO

IMPRINT SAME AS ABOVE (IN CENTER)
AT LEFT- PUBLISHED FOR "THE BIG
CURIO STORE" LOWER CALIFORNIA
COMMERCIAL CO., INC., TIJUANA,
LOWER CALIFORNIA, MEXICO
PUT IN STAMP SPACE "PLACE STAMP
HERE & MADE IN U.S.A.

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

FOREIGN
Watch FLAGS and
all DETAILS

NO ARTIFICIAL RETOUCHING

SUBMIT: RET. PHOTO B. L. & W. PROOF
PHOTO PROPERTY OF C. T. & Co. — X CUSTOMER

HANDCOL PROOF RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

802
A13 3/4

NO. 5A-H2019¹¹¹⁹

WESTERN PUBLISHING & NOVELTY CO.,
LOS ANGELES, CALIF.

ORDER NO. 54195

DATE 6-7-1935

12M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL)

INTERIOR, THE BIG
CURIO STORE, TIJUANA, MEXICO

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. SPECIAL R. M. NO

IMPRINT SAME AS ABOVE (IN CENTER)
AT LEFT- PUBLISHED FOR "THE BIG
CURIO STORE" LOWER CALIFORNIA
COMMERCIAL CO., INC., TIJUANA,
LOWER CALIFORNIA, MEXICO
PUT IN STAMP SPACE PLACE STAMP
HERE MADE IN U.S.A.

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

NO ARTIFICIAL RETOUCHING

FOREIGN
Watch FLAGS and
All DETAILS

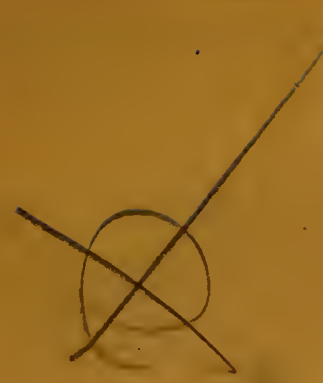
SUBMIT: RET. PHOTO B. & W. PROOF
PHOTO PROPERTY C. T. & CO. CUSTOMER

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP



00024
A16

WESTERN PUBLISHING & NOVELTY CO.,
LOS ANGELES, CALIF.

NO. 5A-H20
ORDER NO. 54195
DATE 6-7-1935

12M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) 'LA INTERNACIONL'

TIJUANA, MEXICO

(ALL OF THIS ON THE ADDRESS SIDE)
FRONT NO. SPECIAL R. M NO

IMPRINT: IMPRINT SAME AS ABOVE (IN GEN
AT LEFT - PUBLISHED FOR 'THE BIG
CURIO STORE' LOWER CALIFORNIA
COMMERCIAL CO., INC., TIJUANA,
LOWER CALIFORNIA, MEXICO
PUT IN STAMP SPACE 'PLACE STAMP
HERE' & 'MADE IN U.S.A.'

COLOR DESCRIPTION

SEE LAYOUT & TISSUE ATTACHED.

NO ARTIFICIAL RETOUCHING

FOREIGN

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. W. & CO. CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE NAME

1.3
8

LINCOLN NEWS AGENCY
LINCOLN, NEB.

NO. 5A-H1121

ORDER No. 54204

DATE 6-12-35

25 M ART COLORETTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) NEW STATE CAPITOL,
LINCOLN, NEB.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1

R. M.

YES

same as 1A-H206

IMPRINT

SAME AS ABOVE

COLOR DESCRIPTION

ADD SOME LAWN ON LEFT SIDE FOR BETTER PROPORTION.
BLDG. IS OF LIGHT GREY STONE. FOR OTHER COLORS SEE NO. 1A-H206
DO NOT LOOSE DETAIL OF SOWER STATUE ATOP OF DOME. DOME IS GOLD,
ORNAMENTAL WORK BELOW DOME IS BLUE.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

DEADLINE

31

5

CUSTOMER
PHOTO PROPERTY OF C. T. & CO.
URN PHOTO
YES
NO

DIAL NO. 5A-H1122 ORDER NO. 54226 DATE 6/10/35

CUSTOMER HOTEL PANCOAST,
MIAMI, BEACH, FLORIDA

25 M POST CARDS SIZE 3 1/2 X 5 1/2

PLACE OF TITLE: Upper Lower Center Border Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full HOTEL PANCOAST, MIAMI BEACH, CALIFORNIA

DEPT.
RETOUCHING
ENGRAVING
PHOTO LITHO
COMPOSING
LITHO ART

DATE COMPLETED

Photos for
this Customer

STYLE ART COLORTONE, WHITE BORDER

(All of this on address side)

FRONT NO. 5

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit Sketch Layout Retouched Photo Wash Drawing
Follow Layout

SEE INSTRUCTIONS ATTACHED

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER

Straighten Photo

Negative - Line - Halftone - Combination.

120

Dry - Wet - Pancromatic - Color Separation

133

Transfer - Paper Process - New Process.

150

Stripping - White Border - Full Face.

175

Blue Print - Handcolor - Black & White Proof. Titles - Red, Blue.

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES

DUPLICATES ZINC COLOR PLATES

LINE & HALFTONE COMB COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
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ZINC ETCHINGS FROM COPIES

DUPLICATES COLOR PLATES

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
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SIZE WIDE HIGH SAME SIZE

SCREEN 50 60 85 100 110 120 133 150

ETCHING DEPT. (PRINT IN BACKGROUND)

FINISHING DEPT. OUTLINE OVAL CIRCLE

SQUARE - LIKE COPY VIGNETTE HIGHLIGHT
LINE WITHOUT LINE SPECIAL BORDER

SIZE WIDE HIGH SAME SIZE

BLOCKING DEPT. WOOD MORTISE - ANCHOR

SOLID METAL FLUSH TOP FLUSH BOTTOM

FLUSH SIDES FLUSH ALL AROUND

UNMOUNTED WITH BRACKETS

CUT TO PICAS (see size)

PROOFS

FLAT GOOD IN COLORS SPECIAL STOCK

ELECTROTYPES EACH OF
ON WOOD METAL

PHOTO RETURNED

TO

PHOTO USED FOR

Off 8-6

CUSTOMER
—
PHOTO PROPERTY OF C. T. & CO.
—
RETURN PHOTO
YES
NO

DIAL NO. 5A-H1123 ORDER NO. 54231 DATE 6/11/35

CUSTOMER BRONX NATATORIUM & BEACH CORP.,
BRONX, NEW YORK

6 M POST CARDS SIZE 3 1/2 X 5 1/2

PLACE OF TITLE Upper, Lower, Center—Border Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full

TOP: BRONX BEACH AND POOL

BOT: PELHAM BAY SUBWAY OR TREMONT AVENUE CAR
TO WESTCHESTER SQ., THEN BUS TO BRONX BEACH

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

COLOR DESCRIPTION

DEPT.
RETOUCHING
ENGRAVING
PHOTO LITHO
COMPOSING
LITHO ART

DATE COMPLETED

Photos for
this Customer

STYLE PHOTO COLORIT, WHITE BORDER

(All of this on address side)

FRONT NO. 5 R. M. Yes No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint

PHOTO LITHO
Rephoto

NEG. NO.

Photograph each - Size 5x7 8x10 - 10x12
Prints each from — Negatives MATTE or GLOSSY
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted
See Salesman, Customer, or Sample for Position, Office
DELIVER Straighten Photo
Negative — Line — Halftone — Combination. 120
Dry — Wet — Panormatic — Color Separation. 133
Transfer — Paper Process — New Process. 150
Stripping — White Border — Full Face. 175
Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.

ENGRAVING DEPARTMENT

HALFTONES FROM — COPIES

DUPLICATES — ZINC COLOR PLATES

LINE & HALFTONE COMB — COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
--------------------	--------------------	------------------	-----------------	---------------------	------------------	---------

SIZE — WIDE — HIGH SAME SIZE

SCREEN 55 60 65 100 110 120 135 150

ETCHING DEPT PAINT IN BACKGROUND SOLID

FINISHING DEPT OUTLINE OVAL CIRCLE
SQUARE — LIKE COPY — VIGNETTE HIGHLIGHT
WITH LINE WITHOUT LINE SPECIAL BORDER

ZINC ETCHINGS FROM — COPIES

DUPLICATES — COLOR PLATES

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
--------------------	--------------------	------------------	-----------------	---------------------	------------------	---------

SIZE — WIDE — HIGH SAME SIZE

BLOCKING DEPT. WOOD — MORTISE — ANCHOR
SOLID METAL FLUSH TOP FLUSH BOTTOM
FLUSH SIDES FLUSH ALL AROUND
UNMOUNTED WITH BEARERS
CUT TO PICAS (see size)

PROOFS

FLAT — GOOD — IN COLORS — SPECIAL STOCK
ELECTROTYPES EACH OF
ON WOOD METAL

PHOTO RETURNED

TO

PHOTO USED FOR

Rush

SEAWALL SPECIALTY CO.,
HOUSTON, TEXAS

NO. 5A-H1125

ORDER NO. 54254

DATE 6-12-35

12 M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. YES

same as 2AH288

TITLE (IN FULL) MOONLIGHT SCENE ON THE
BEACH AT GALVESTON, TEXAS

IMPRINT

SEAWALL SPECIALTY CO.,

HOUSTON AND GALVESTON, TEXAS

COLOR DESCRIPTION

Use photo no. 3-A-H-288
make night scene

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

DEADLINE

Q

*20 1 3/4
10 1/2*

*2
X*

T.H. PAYNE CO.,
CHATTANOOGA, TENN.

NO. 5A-H1127 ✓

ORDER NO. 54257

DATE 6-12-35

12^M 500 ART COLOR ONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL)

MOCCASIN BEND AND

IMPRINT

CHATTANOOGA FROM LOOKOUT MOUNTAIN, SAME AS ABOVE
CHATTANOOGA, TENN.

Photo by Boland 4/8/40

9 B/H 1399

COLOR DESCRIPTION

LBH 1395

in 2A H. 10

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & Co. — CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

1000 600 100

DEADLINE

Q

T.H. PAYNE CO.,
CHATTANOOGA, TENN.

NO. 5A-H1128 ✓

ORDER NO. 54257

DATE 6-12-35

12^M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. NO

TITLE (IN FULL) JONAS BLUFF ON LOOKOUT
MOUNTAIN, CHATTANOOGA, TENN.

IMPRINT

SAME AS ABOVE

COLOR DESCRIPTION

7A-H-10

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

DEADLINE

NO. 5A-H1129

WESTERN PUBLISHING & NOVELTY CO.,
LOS ANGELES, CALIF.

ORDER NO. 54251

DATE 6-11-1935

25M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER BORDER.

FRONT NO. 11 R. M. YES

TITLE (IN FULL) TOP- PALACE OF SCIENCE

IMPRINT SAME AS ABOVE

AT WESTERN ENTRANCE

BOT- AMERICA'S EXPOSITION, SAN
DIEGO, CALIFORNIA

PRIVATE NO. UPPER LEFT CORNER- 4450

3 complete blue prints

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

*Hel
A9*

7

Ken

*200 1 1/2
A-10 1/2*

WESTERN PUBLISHING & NOVELTY CO.,
LOS ANGELES, CALIF.

NO. 5A-H1130

ORDER NO. 54251

6-11-1935

DATE

25 M ART COLOR ONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER BORDER.

FRONT NO. 11 R. M. YES

TITLE (IN FULL)
PORVENIR TOP CENT- ARCO DEL
POVERNIR AND CAFE OF THE WORLD
BOT CENT- AMERICA'S EXPOSITION,
SAN DIEGO, CALIFORNIA

IMPRINT
SAME AS ABOVE

3 complete blueprints

PRIVATE NO. UPPER LEFT CORNER- 4449

COLOR DESCRIPTION

SEE T ISSUE ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.—

CUSTOMER ☒

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

(TYPE SET UP

3

200 1 1/2
A-10 1/2

WESTERN PUBLISHING & NOVELTY CO.,
LOS ANGELES, CALIF.

NO. 5A-H1131

ORDER NO. 54251

DATE 6-11-1935

25M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER BORDER.

FRONT NO.

R. M

YES

TITLE (IN FULL) TOP CENT- PATIOX

IMPRINT

SAME AS ABOVE

HOUSE OF HOSPITALITY
BOT CENT- AMERICA'S EXPOSITION,
SAN DIEGO, CALIFORNIA
PRIVATE NO. UPPER LEFT CORNER-
4448

3 complete blueprints

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.—

X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

File

201 1/2
A10

WESTERN PUBLISHING & NOVELTY CO.,
LOS ANGELES, CALIF.

NO. 5A-H1132

ORDER NO.

54251

DATE 6-11-1935

25 M ART COLORTONE POST CARD, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER, BORDER.

FRONT NO. 11 R. M. YES

TITLE (IN FULL) TOP CENT- PALACE OF

IMPRINT SAME AS ABOVE

BETTER HOUSING AND HOUSE OF
HOSPITALITY

BOT CENT- AMERICA'S EXPOSITION,
SAN DIEGO, CALIFORNIA
PRIVATE NO. UPPER LEFT CORNER- 4447
COLOR DESCRIPTION

3 complete disprints

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO B. L. & W. PROOF 2 HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & CO.— CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

8

WESTERN PUBLISHING & NOVELTY CO.,
LOS ANGELES, CALIF.

NO. 5A-H1133
ORDER NO. 54251
DATE 6-11-1935

25^M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER, BORDER.

FRONT NO.

11

R. M.

YES

TITLE (IN FULL)

TOP CENT- STANDARD OIL

IMPRINT

SAME AS ABOVE

TOWER TO THE SUN

BOT CENT- AMERICA'S EXPOSITION,
SAN DIEGO, CALIFORNIA

PRIVATE NO. UPPER LEFT CORNER-
4446

3 complete blueprints

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

Handwritten scribbles

*NOTE
A9^{3/4}*

NO. 5A-H1134 ✓

WESTERN PUBLISHING & NOVELTY CO.,
LOS ANGELES, CALIF. XXXX

ORDER NO. 54251

DATE 6-11-1935

25^M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER, BORDER.

FRONT NO. 11 R. M. YES

TITLE (IN FULL) TOP CENT- REFLECTIONS,
PALACE OF SCIENCE
BOT CENT- AMERICA'S EXPOSITION,
SAN DIEGO, CALIFORNIA
PRIVATE NO. UPPER LEFT CORNER-
4445

IMPRINT SAME AS ABOVE

2 complete blueprints

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY C. T. & CO.— CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

WESTERN PUBLISHING & NOVELTY CO.,
LOS ANGELES, CALIF.

NO. 5A-H1135
ORDER NO. 54251
DATE 6-11-135

25^M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER, BORDER.

FRONT NO.

R. M.

YES

TITLE (IN FULL)

TOP CENT- CAFE OF THE

IMPRINT

SAME AS ABOVE

WORLD, HOUSE OF HOSPITALITY AND STATUE
OF EL CID, PLAZA DE PACIFICO
BO T CENT- AMERICA'S EXPOSITION, SAN
DIEGO, CALIFORNIA

PRIVATE NO. UPPER LEFT CORNER- 4444

3 complete blueprints

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

2 HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

DEADLINE

WESTERN PUBLISHING & NOVELTY CO.,
LOS ANGELES, CALIF.

NO. 5A-H1136

ORDER NO. 54251

DATE 6-11-1935

25_M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER BORDER.

TITLE (IN FULL) TOP CENT- PALACE OF
TRAVEL, TRANSPORTATION AND WATER

BOT CENT- AMERICA'S EXPOSITION,
SAN DIEGO, CALIFORNIA

PRIVATE NO. UPPER LEFT CORNER- 4443

COLOR DESCRIPTION

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 11 R. M. YES

IMPRINT SAME AS ABOVE

3 complete blueprints

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & CO. CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET 100

2

100 1/2
9

WESTERN PUBLISHING & NOVELTY CO.,
LOS AN ELES, CALIF.

NO. 5A-H1137
ORDER NO. 54251
DATE 6-11-1935

25M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER, BORDER.

FRONT NO.

R. M. YES

TITLE (IN FULL) TOP CENT- FORD EXPOSITION
BUILDING AND FIRESTONE SINGING FOUNTAIN
BOT CENT- AMERICA'S EXPOSITION, SAN
DEGO, CALIFORNIA

SAME AS ABOVE

PRIVATE NO. UPPER LEFT CORNER- 4442

3 blueprints

COLOR DESCRIPTION

SEE TISSUE ATTACHD.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & Co. - X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

DEADLINE

2

Handwritten scribbles and marks in the top left corner.

*XC12
A93*

WESTERN PUBLISHING & NOVELTY CO.,
LOS ANGELES, CALIF.

NO. 5A-H1138
ORDER NO. 54251
DATE 6-11-1935

25 M ART COLORTONE POST CARDS, WHITE BORDER	
<small>(ALL OF THIS ON THE PICTURE SIDE)</small>	
PLACE OF TITLE <u>UPPER, LOWER, CENTER - BORDER.</u>	
TITLE (IN FULL) <u>TOP CENT- BOTANICAL</u>	
<u>GARDENS AND LAGOON</u>	
<u>BOT CENT- AMERICA'S EXPOSITION, SAN</u>	
<u>DIEGO, CALIFORNIA</u>	
<u>PRIVATE NO. UPPER LEFT CORNER- 4441</u>	
<small>COLOR DESCRIPTION</small>	
SEE TISSUE ATTACHED.	
<small>SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.</small>	
<small>PHOTO PROPERTY OF C. T. & CO. - <input checked="" type="checkbox"/> CUSTOMER</small>	
CURT TEICH & COMPANY, INC., CHICAGO	
PHOTO TICKET	

(ALL OF THIS ON THE ADDRESS SIDE)
FRONT NO. 11 R. M. YES
IMPRINT SAME AS ABOVE
3 complete blueprints

TYPE SET UP

ask about cutting off

cc.

NO. 5A-H1139

WESTERN PUBLISHING & NOVELTY CO.,

ORDER NO. 54251

LOS ANGELES, CALIF.

DATE 6-11-35

25^M

ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

R. M.

YES

TITLE (IN FULL)

TOP- PALACE OF SCIENCE

IMPRINT SAME AS ABOVE

AND PHOTOGRAPHY THRU ARCO DEL-
POVERNIR POR VENIR
BOT CENT AMERICA'S EXPOSITION,
SAN DIEGO, CALIFORNIA

PRIVATE NO. UPPER LEFT CORNER-

4440

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.-

CUSTOMER

X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

7C13
A122

WESTERN PUBLISHING & NOVELTY CO.,
LOS ANGELES, CALIF.

NO. 5A-H1140

ORDER NO. 54251

DATE 6-11-1935

25M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER, BORDER.

TITLE (IN FULL) TOP CENT- CALIFORNIA
STATE BUILDING

BOT CENT- AMERICA'S EXPOSITION,
SAN DIEGO, CALIFORNIA

PRIVATE NO. UPPER LEFT CORNER- 4439

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 11 R. M. YES

IMPRINT SAME AS ABOVE

3 complete blueprints

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & CO. CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

WESTERN PUBLISHING & NOVELTY CO.,
LOS ANGELES, CALIF.

NO. 5A-H1141

ORDER NO. 54251

DATE 6-11-1935

25M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER, BORDER.

FRONT NO. 11

R. M. YES

TITLE (IN FULL) TOP CENT- HOUSE OF CHARM

IMPRINT

SAME AS ABOVE

REFLECTED IN LAGOON

BOT CENT- AMERICA'S EXPOSITION, SAN
DIEGO, CALIFORNIA

PRIVATE NO. UPPER LEFT CORNER- 4438

3 complete blueprints

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO

PHOTO TICKET

TYPE SET IN

WESTERN PUBLISHING & NOVELTY CO.,

LOS ANGELES, CALIF.

NO. 5A-H1142

ORDER NO. 54251

DATE 6-11-1935

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) TOP CENT- PUENTE

CABRILLO FROM CACTUS GARDENS

BOT CENT- AMERICA'S EXPOSITION,
SAN DIEGO, CALIFORNIA

PRIVATE NO. UPPER LEFT CORNER- 4437

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 11 R. M. YES

IMPRINT SAME AS ABOVE

3 complete blueprints

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

NO. 5A-H1143 ✓

WESTERN PUBLISHING & NOVELTY CO.,
LOS ANGELES, CALIF.

ORDER NO. 54251

DATE 6-11-1935

25M

ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER, BORDER.

FRONT NO.

R. M.

YES

TITLE (IN FULL)

TOP CENT- HOUSE OF
HOSPITALITY

IMPRINT

SAME AS ABOVE

BOT CENT- AMERICA'S EXPOSITION,
SAN DIEGO, CALIFORNIA

PRIVATE NO. UPPER LEFT CORNER- 4436

3 complete blueprints

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.—

CUSTOMER

X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

WESTERN PUBLISHING & NOVELTY CO.,
LOSANGELES, CALIF.

NO. 54-H1144

ORDER NO. 54251

DATE 6-11-1935

25M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

FRONT NO. 11 R. M. YES

TITLE (IN FULL) TOP CENT- PALACE OF
ELECTRICITY AND VARIED INDUSTRIES
BOT CENT- AMERICA'S EXPOSITION,
SAN DIEGO, CALIFORNIA
PRIVATE NO. UPPER LEFT CORNER- 4435

IMPRINT SAME AS ABOVE

3 complete flyprints

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & Co. - CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

200 1 1/2
A 10 1/2

Art
22

201 1/2
A10 1/2

WESTERN PUBLISHING & NOVELTY CO.,
LOS ANGELES, CALIF.

NO. 5A-H1145

ORDER NO. 54251

DATE 6-11-1935

25M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER BORDER.

TITLE (IN FULL) TOP CENT- STANDARD OIL
TOWER AND FORD EXPOSITION BUILDING
BOT CENT- AMERICA'S EXPOSITION, SAN
DIEGO, CALIFORNIA
PRIVATE NO. UPPER LEFT CORNER- 4434

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 11 R. M. YES

IMPRINT SAME AS ABOVE

3 complete blueprints

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & Co. — CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

5

20 1/2
19 3/4

WESTERN PUBLISHING & NOVELTY CO.,
LOS ANGELES, CALIF.

NO. 5A-H1146

ORDER NO. 54251

DATE 6-11-1935

25 M

ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

R. M.

YES

TITLE (IN FULL)

TOP CENT- FIRESTONE

IMPRINT

SAME AS ABOVE

SINGING FOUNTAIN AND STANDARD OIL TOWER

BOT CENT- AMERICA'S XXXX EXPOSITION,
SAN DIEGO, CALIFORNIA

PRIVATE NO. UPPER LEFT CORNER- 4432

3 complete blueprints

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

2

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.

CUSTOMER

X

CURT TEICH & COMPANY, INC., CHICAGO

PHOTO TICKET

TYPE SET UP

DEADLINE

6

4

200 1 1/2
A-10

WESTERN PUBLISHING & NOVELTY CO.,
LOS ANGELES, CALIF.

NO. 5A-H1147
ORDER NO. 54251

DATE 6-11-1935

25M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.
TITLE (IN FULL) TOP CENT- STANDARD OIL
TOWER TO THE SUN
BOT CENT- AMERICA'S EXPOSITION,
SAN DIEGO, CALIFORNIA
PRIVATE NO. UPPER LEFT CORNER- 4423

(ALL OF THIS ON THE ADDRESS SIDE)
FRONT NO. 11 R. M. YES
IMPRINT SAME AS ABOVE

3 complete blueprints

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & Co. - CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

DEADLINE

7

20 1/2
19 3/4

WESTERN PUBLISHING & NOVELTY CO.,
LOS ANGELES, CALIF.

NO. 5A-H1148

ORDER NO. 54251

DATE 6-11-1935

25M ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER, BORDER.

FRONT NO. 11 R. M. YES

TITLE (IN FULL) TOPCENT- FORD
EXPOSITION BUILDING
BOT CENT- AMERICA'S EXPOSITION.
SAN DIEGO, CALIFORNIA
PRIVATE NO. UPPER LEFT CORNER- 4424

IMPRINT SAME AS ABOVE

3 blueprints

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & Co. — CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

8

6

✓
280 1/2
49 1/2

WESTERN PUBLISHING & NOVELTY CO.,
LOSANGELES, CALIF.

NO. 5A-H1149

ORDER NO. 54251

DATE 6-11-1935

25M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER BORDER.

TITLE (IN FULL) TOPCENT- PALACE OF FINE
ARTS

BOT CENT- AMERICA'S EXPOSITION,
SAN DIEGO, CALIFORNIA

PRIVATE NO. UPPER LEFT CORNER- 4425

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 11 R. M. YES

IMPRINT
SAME AS ABOVE

3 complete blueprints

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & Co. — ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

DEADLINE

3

20 1 1/2
A9

WESTERN PUBLISHING & NOVELTY CO.,
LOS ANGELES, CALIF.

H1150
NO. 5A-H1150
ORDER NO. 5251
DATE 6-11-1935

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 11 R. M. YES

TITLE (IN FULL) TOP CENT- FORD

IMPRINT SAME AS ABOVE

EXPOSITION BUILDING

BOT CENT- AMERICA'S EXPOSITION,
SAN DIEGO, CALIFORNIA

PRIVATE NO. UPPER LEFT CORNER-
4426

3 blueprints

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

2 HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.-

CUSTOMER

X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

6
4

2x12
A9 1/2

NO. 5A-H1151

WESTERN PUBLISHING & NOVELTY CO.,
LOS ANGELES, CALIF.

ORDER NO. 54251

DATE 6-11-1935

25M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER BORDER.

FRONT NO. 11 R. M. YES

TITLE (IN FULL) TOP CENT- HOLLYWOOD
MOTION PICTURE HALL OF FAME
BOT CENT- AMERICA'S EXPOSITION,
SAN DIEGO, CALIFORNIA
PRIVATE NO. UPPER LEFT CORNER- 4427

IMPRINT SAME AS ABOVE

3 complete blueprints

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & CO. — ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

8

WESTERN PUBLISHING & NOVELTY CO.,
LOS ANGELES, CALIF.

NO. 5A-H1152 ✓

ORDER NO. 54251

6-11-1935

DATE

25M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER, BORDER.

TITLE (IN FULL) TOP CENT- PALACE OF
ELECTRICITY AND VARIED INDUSTRIES
BOT CENT- AMERICA'S EXPOSITION,
SAN DIEGO, CALIFORNIA

PRIVATE NO. UPPER LEFTCORNER- 4428

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 11

R. M.

YES

IMPRINT SAME AS ABOVE

3 complete blueprints

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. — X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

DEADLINE

HC 12
A 9 3/4

NO. 5A-11153 ✓

WESTERN PUBLISHING & NOVELTY CO.,
LOS ANGELES, CALIF.

ORDER NO. 54251

DATE 6-11-1935

25M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER BORDER.

FRONT NO. 11 R. M. YES

TITLE (IN FULL) TOP CENT- PLAZA DE AMERICA
AND FIRESTONE GARDENS

PRINT SAME AS ABOVE

BOT CENT- AMERICA'S EXPOSITION,
SAN DIEGO, CALIFORNIA

3 complete blueprints

PRIVATE NO. UPPER LEFT CORNER- 4429

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & Co.— CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

HEK
A9

WESTERN PUBLISHING & NOVELTY CO.,
LOS ANGELES, CALIF.

NO. 5A-11154
ORDER NO. 54251
DATE 6-11-1935

25M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

FRONT NO. 11 R. M. YES

TITLE (IN FULL) TOP CENT- A PALACE
CORRIDOR

IMPRINT SAME AS ABOVE

BOT CENT- AMERICA'S EXPOSITION,
SAN DIEGO, CALIFORNIA
PRIVATE NO. UPPER LEFT CORNER-
4430

3 complete blueprints

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & CO.— CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

3 = Ref 4 Special
6 figures 3

8

Druck

*HEB
A10*

WESTERN PUBLISHING & NOVELTY CO.,
LOS ANGELES, CALIF.

NO. 5A-W1155 ✓

ORDER NO. 54251

DATE 6-11-1935

25M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER BORDER.

TITLE (IN FULL) TOP CENT- CALIFORNIA
STATE BUILDING

BOT CENT- AMERICA'S EXPOSITION,
SAN DIEGO, CALIFORNIA

PRIVATE NO. UPPER LEFT CORNER-
4431

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 11 R. M. YES

IMPRINT SAME AS ABOVE

3 complete blueprints

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co. — ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

DEADLINE

5

NO. 5A-M1156

WESTERN PUBLISHING & NOVELTY CO.,
LOS ANGELES, CALIF.

ORDER NO. 54251

DATE 6-11-1935

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)
PLACE OF TITLE UPPER, LOWER, CENTER, BORDER.

TITLE (IN FULL) TOP CENT- PALACE OF

SCIENCE
BOT CENT- AMERICA'S EXPOSITION,
SAN DIEGO, CALIFORNIA
PRIVATE N. UPPER LEFT CORNER-

4433

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

(ALL OF THIS ON THE ADDRESS SIDE)
FRONT NO. 11 R. M. YES

IMPRINT SAME AS ABOVE

3 complete blueprints

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & Co. CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

DEADLINE

PHOTO PROPERTY OF C. T. & CO.

NO

YES

RETURN PHOTO

CUSTOMER

DIAL NO. 5A-H1157 ORDER NO. 54269 DATE 6-13-1935

CUSTOMER WINCROFT STOVE WORKS,

MIDDLETOWN, PA.

6 M B. C. SIZE 3 1-2 X 5 1-2

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full

No. 777-B RANGE

RETOUCHING DEPARTMENT

(Submit) — Sketch — Layout — (Retouched Photo) — Wash Drawing
Follow Layout

COLOR DESCRIPTION

DEPT.
RETOUCHING
ENGRAVING
PHOTO LITHO
COMPOSING
LITHO ART

/ DATE COMPLETED

Photos for
this Customer

STYLE ART COLORTONE, FULL FACE

(All of this on address side)

FRONT NO. 5

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

(C. T. Imprint)

No Imprint

Plate no. 1 print

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER

Straighten Photo

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.

Screen
120
133
150
175

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES

ZINC ETCHINGS FROM COPIES

DUPLICATES ZINC COLOR PLATES

DUPLICATES COLOR PLATES

LINE & HALFTONE COMB COLOR PROCESS

Extra Negative	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
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Extra Negative	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
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SIZE — WIDE — HIGH SAME SIZE
SCREEN 50 60 85 100 110 120 133 150

ETCHING DEPT PAINT IN BACKGROUND SOLID

FINISHING DEPT OUTLINE OVAL CIRCLE
SQUARE — LIKE COPY VIGNETTE HIGHLIGHT
WITH LINE WITHOUT LINE SPECIAL BORDER

SIZE — WIDE — HIGH SAME SIZE

BLOCKING DEPT. WOOD - MORTISE - ANCHOR
SOLID METAL FLUSH TOP FLUSH BOTTOM
FLUSH SIDES FLUSH ALL AROUND
UNMOUNTED WITH BEARERS
CUT TO PICAS (see size)

PROOFS

— FLAT — GOOD — IN COLORS — SPECIAL STOCK
— ELECTROTYPES EACH OF —
ON WOOD METAL

PHOTO RETURNED

TO

PHOTO USED FOR

2014
A 12 1/2

C. W. HUGHES & CO., INC.,
MECHANICVILLE, N. Y.

NO. 5A-HI 158

ORDER NO. 54274

DATE 6-13-1935

12M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) EXECUTIVE CHAMBER,
STATE CAPITOL, ALBANY, N. Y.
PRIVATE NO. 3-4'' FROM RIGHT EDGE
IN UPPER BORDER- 105

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

USE PHOTO NO. 91767

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & CO. — X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE IT UP

DEADLINE

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. 5A-H1159 ORDER NO. 54318 DATE 6-13-1935

CUSTOMER AMERICAN PRINTING CO.,
GALVESTON, TEXAS

DEPT.
RETOUCHING
ENGRAVING
PHOTO LITHO
COMPOSING
LITHO ART

DATE COMPLETED

Photos for
this Customer

12 1/2 M FC SIZE 3 1/2 x 5 1/2

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full

TOP: HOTEL THOMAS ~~XXXX~~ JEFFERSON,
CORNER 2ND AVE. AND 17TH ST., BIRMINGHAM, ALA.
BOT: AFFILIATED WITH NATIONAL HOTELS

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

~~XXXXXXXXXXXXXXX~~

COLOR DESCRIPTION

COLOR SAME AS 456-30. HAVE SKY SAME COLOR ~~XX~~ AS
ON 2A-H999.

STYLE PHOTO COLORIT, WHITE BORDER

(All of this on address side)

FRONT NO. 5 R. M. Yes No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint

PHOTO LITHO
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12
Prints each from Negatives MATTE or GLOSSY
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted
See Salesman, Customer, or Sample for Position, Office
DELIVER Straighten Photo
Negative — Line — Halftone — Combination. Screen 120
Dry — Wet — Pancromatic — Color Separation. 133
Transfer — Paper Process — New Process. 150
Stripping — White Border — Full Face. 175
Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.

ENGRAVING DEPARTMENT

HALFTONES FROM _____ COPIES										ZINC ETCHINGS FROM _____ COPIES									
DUPLICATES										DUPLICATES									
LINE & HALFTONE COMB										COLOR PLATES									
Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day	Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day						
SIZE _____ WIDE _____ HIGH. SAME SIZE _____																			
BLOCKING DEPT WOOD — MORTISE — ANCHOR																			
SOLID METAL FLUSH TOP FLUSH BOTTOM																			
FLUSH SIDES FLUSH ALL AROUND																			
UNMOUNTED WITH DEARIES																			
CUT TO PICAS (see size)																			
PROOFS																			
FLAT GOOD IN COLORS SPECIAL STOCK																			
ELECTROTYPES EACH OF _____																			
ON WOOD METAL																			

ETCHING DEPT PAINT IN BACKGROUND SOLID

FINISHING DEPT OUTLINE OVAL CIRCLE
SQUARE — LIKE COPY VIGNETTE HIGHLIGHT
WITH LINE WITHOUT LINE — SPECIAL BORDER

PHOTO RETURNED

TO

PHOTO USED FOR

CUSTOMER

PHOTO PROPERTY OF C. T. & CO.

RETURN PHOTO

DIAL No. 5A-H160 ORDER NO. 54315 DATE 6-13-1935

CUSTOMER HUENEFELD CO.,
CINCINNATI, OHIO

12 1/2 M PC GROUP SIZE 3 1/2 x 5 1/2

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full THE HUENEFELD CO.
(AS PER LAYOUT)

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout
SEE SKETCH MADE BY CUSTOMER. ALSO INSTRUCTIONS
ATTACHED.

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED TO EACH PHOTO

DEPT.
RETOUCHING
ENGRAVING
PHOTO LITHO
COMPOSING
LITHO ART

DATE COMPLETED

Photos for
this Customer

STYLE ART COLORTONE, WHITE BORDER

(All of this on address side)

FRONT NO. 5 R. M. Yes No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint

PHOTO LITHO
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12
Prints each from Negatives MATTE or GLOSSY
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted
See Salesman, Customer, or Sample for Position, Office
DELIVER Straighten Photo
Negative — Line Halftone — Combination. Screen 120
Dry — Wet — Panormatic — Color Separation 133
Transfer — Paper Process — New Process. 150
Stripping — White Border — Full Face. 175
Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES
DUPLICATES ZINC COLOR PLATES
LINE & HALFTONE COMB COLOR PROCESS
Extra Negatives Strip To Size Double Print Reverse Position Reverse Color Ben Day
ZINC ETCHINGS FROM COPIES
DUPLICATES COLOR PLATES
Extra Negatives Strip To Size Double Print Reverse Position Reverse Color Ben Day
SIZE — WIDE — HIGH, SAME SIZE
BLOCKING DEPT. WOOD - MORTISE - ANCHOR
SOLID METAL FLUSH TOP FLUSH BOTTOM
FLUSH SIDES FLUSH ALL AROUND
UNMOUNTED WITH BEAKERS
CUT TO PICAS (see size)
PROOFS
11 AT GOOD IN COLORS SPECIAL STOCK
ELECTROTYPES EACH OF
ON WOOD METAL

PHOTO RETURNED

TO

PHOTO USED FOR

4
2 Photos 8x10
13 1/2
13 1/4
10
C

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. 5A-H1161 ORDER NO. 54347 DATE

CUSTOMER NEW FOUR SEASONS CLUB,
PEMBINE, WIS.

6M PC SIZE 3 1/2 x 5 1/2

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full THE NEW FOUR SEASONS CLUB, PEMBINE,
WIS.

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

SEE LAYOUT ATTACHED.

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

YES NO

RETURN PHOTO

DEADLINE

GRAVING
PHOTO LITHO
COMPOSING
LITHO ART

STYLE ART COLORTONE, OLD FACE

(All of this on address side)

FRONT NO. 5 R. M. Yes No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint

PHOTO LITHO
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from — Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted
See Salesman, Customer, or Sample for Position, Office

DELIVER Straighten Photo

Negative — Line — Halftone — Combination. Screen 120

Dry — Wet — Pancromatic — Color Separation. Screen 133

Transfer — Paper Process — New Process. Screen 150

Stripping — White Border — Full Face. Screen 175

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.

ENGRAVING DEPARTMENT

HALFTONES FROM — COPIES

DUPLICATES — ZINC COLOR PLATES

LINE & HALFTONE COMB. — COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day

ZINC ETCHINGS FROM — COPIES

DUPLICATES — COLOR PLATES

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day

SIZE — WIDE — HIGH, SAME SIZE

BLOCKING DEPT. WOOD — MORTISE ANCHOR
SOLID METAL FLUSH TOP FLUSH BOTTOM
FLUSH SIDES FLUSH ALL AROUND
UNMOUNTED WITH BRACKETS
CUT TO PICAS (see size)

PROOFS

FLAT — GOOD — INCOLORS — SPECIAL STOCK
ELECTROTYPES EACH OF
ON WOOD METAL

SIZE — WIDE — HIGH, SAME SIZE

SCREEN 55 60 85 100 110 120 133 150

ETCHING DEPT. PAINT IN BACKGROUND SOLID

FINISHING DEPT. OUTLINE — OVAL CIRCLE
SQUARE — LIKE COPY VIGNETTE HIGHLIGHT
WITH LINE WITHOUT LINE — SPECIAL BORDER

PHOTO RETURNED

TO

PHOTO USED FOR

WESTERN PUBLISHING & NOVELTY CO.,
LOS ANGELES, CALIF.

NO. 5A-H1162

ORDER NO. 54345

DATE 6-18-35

25M ART COLORTONE MINIATURES, FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) (ON FRONT)

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NO

R. M. YES

IMPRINT NONE

TITLE - CABRILLO BRIDGE AND TOWER
OF PALACE OF SCIENCE,
AMERICA'S EXPOSITION, SAN DIEGO,
CALIFORNIA

COLOR DESCRIPTION

USE PHOTO NO. 5A-H446

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

Color Match

WESTERN PUBLISHING & NOVELTY CO.,
LOS ANGELES, CALIF.

NO. 5A-HJ163

ORDER NO. 54345

DATE 6-18-35

25M ART COLORTONE MINIATURE VIEWS, FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

CE OF TITLE: UPPER, LOWER, CENTER - BORDER.

LE (IN FULL) (ON FRONT)

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NO R. M. YES

IMPRINT NONE

TITLE- FACADE OF PRINCE OF WOODS
AND BEVERAGES, AMERICA'S
EXPOSITION, SAN DIEGO, CALIFORNIA

COLOR DESCRIPTION

USE PHOTO NO. 5A-H449

Leave branches in

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

Color material

WESTERN PUBLISHING & NOVELTY CO.,
LOS ANGELES, CALIF.

NO. 5A-H1164

ORDER NO. 54345

DATE 6-17-35

25^M

ART COLORTONE MINIATURES,

FULL FACE

Color match

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NO R. M. YES

TITLE (IN FULL) (ON FRONT)

MPRINT NONE
TITLE- PALACE OF BETTER HOUSING,
AMERICA'S EXPOSITION, SAN DIEGO,
CALIFORNIA

COLOR DESCRIPTION

USE PHOTO NO. 5A-H442

53094

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

Color match

WESTERN PUBLISHING & NOVELTY CO.,
LOS ANGELES, CALIF.

NO. 5A-H1165

ORDER NO. 54345

DATE 6-17-35

25 M ART COLORTONE MINATURES, FULL FACE

Colormatch

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NO R. M. YES

TITLE (IN FULL) (ON FRONT)

IMPRINT NONE
TITLE-AVENIDA DE PALACIOS,
AMERICA'S EXPOSITION, SAN DIEGO,
CALIFORNIA

COLOR DESCRIPTION

USE PHOTO NO. ¹⁴²¹3A-H421 - make new black.

Reduce color plates 3AH1421

6BH 307

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & CO.— CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

Color Match

3

Dead

No Photo

WESTERN PUBLISHING & NOVELTY CO.,
LOS ANGELES, CALIF.

NO. 5A-H1166

ORDER NO. 54345

DATE 6-18-35

25 M ART COLORTONE MINIATURES, FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) (ON FRONT)

3x2 3/8

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. *NO* R. M. YES

IMPRINT NONE
TITLE- PALACE OF SCIENCE,
AMERICA'S EXPOSITION, SAN DIEGO,
CALIFORNIA

COLOR DESCRIPTION

USE PHOTO NO. *5A11156*
~~4433~~

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & CO.— CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

DEADLINE

WESTERN PUBLISHING & NOVELTY CO.,
LOS ANGELES, CALIF.

NO. 5A-H1167

ORDER NO. 54345

DATE 6-17-35

25 M ART COLORTONE MINATURES, FULL FACE 3 X 2 ³/₈

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)
(ON FRONT)

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NO R. M. YES

IMPRINT NONE

CALIFORNIA STATE BUILDING,
AMERICA'S EXPOSITION, SAN DIEGO,
CALIFORNIA

COLOR DESCRIPTION

USE PHOTO NO. 5A-H1155 ~~451~~

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & CO. CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

DEADLINE

7
John
WESTERN PUBLISHING & NOVELTY CO.,
LOS ANGELES, CALIFORNIA

NO. 5A-H1068

ORDER NO. 54345

DATE 6-17-35

25	M	ART COLORTONE MINATURES,	FULL FACE	3 X 2 1/8
<small>(ALL OF THIS ON THE PICTURE SIDE)</small>			<small>(ALL OF THIS ON THE ADDRESS SIDE)</small>	
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.			FRONT NO.	NO
TITLE (IN FULL) (ON FRONT)			R. M.	YES
			IMPRINT	NONE
			<i>title</i> PALACE OF ELECTRICITY AND VARIED INDUSTRIES, AMERICA'S EXPOSITION, SAN DIEGO, CALIFORNIA	

COLOR DESCRIPTION

USE PHOTO NO. *SAH1152*
~~4428~~

SUBMIT: RET. PHOTO	B. L. & W. PROOF	HANDCOL PROOF	RETURN PHOTO.
PHOTO PROPERTY OF C. T. & CO.—	CUSTOMER		

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

DEADLINE

WESTERN PUBLISHING & NOVELTY CO.,
LOS ANGELES, CALIF.

NO. 5A-H1169

ORDER NO. 54345

DATE 6-18-35

25 M ART COLORTONE MINIATURES, FULL FACE

3 X 2 ³/₈

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER:

FRONT NO. NO R. M.

TITLE (IN FULL) (ON FRONT)

IMPRINT ^{title} NONE YES

PALACE OF FINE ARTS, AMERICA'S
EXPOSITION, SAN DIEGO, CALIFORNIA

COLOR DESCRIPTION

USE PHOTO NO. ^{5A/H1149} ~~4425~~

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & Co. - CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

DEADLINE

WESTERN PUBLISHING & NOVELTY CO.,
LOS ANGELES, CALIFORNIA

NO. 5A-H1170

ORDER NO. 54345

DATE 6-18-35

25 M ART COLORTONE MINIATURES, FULL FACE

3 X 2 1/8

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NO

R. M. YES

TITLE (IN FULL) (ON FRONT)

IMPRINT NONE

STANDARD OIL TOWER TO THE SUN,
AMERICA'S EXPOSITION, SAN DIEGO,
CALIFORNIA

COLOR DESCRIPTION

USE PHOTO NO. 1147

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & Co. - CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

DEADLINE

5

No. 11

WESTERN PUBLISHING & NOVELTY CO.,
LOS ANGELES, CALIF.

NO. 5A-H1171

ORDER NO. 54345

DATE 6-18-35

25 M ART COLORTONE MINIATURES, FULL FACE

3 X 2 1/8

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NO R. M YES

TITLE (IN FULL) (ON FRONT)

IMPRINT NONE

title
FIRESTONE SINGING FOUNTAIN AND
STANDARD OIL TOWER TO THE SUN,
AMERICA'S EXPOSITION, SAN DIEGO,
CALIFORNIA

COLOR DESCRIPTION

USE PHOTO NO. XXXX 5A-H1146

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & Co. CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

DEADLINE

WESTERN PUBLISHING & NOVELTY CO.,
LOS ANGELES, CALIFORNIA

NO ¹¹⁷5A-H8872
ORDER NO. 54545

DATE 6-17-35

25 M ART COLORTONE MINATURES,

FULL FACE

3X2 3/8

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NO R. M YES

TITLE (IN FULL) (ON FRONT)

IMPRINT NONE

TITLE-FORD EXPOSITION BUILDING
AND FIRESTONE SINGING FOUNTAIN,
AMERICA'S EXPOSITION, SAN DIEGO,
CALIFORNIA

COLOR DESCRIPTION

USE PHOTO NO. 5A-H1137

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & CO.— CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

DEADLINE

WESTERN PUBLISHING & NOVELTY CO.,
LOS ANGELES, CALIF.

NO. 5A-H1173 ✓

ORDER NO. 54345

DATE 6-18-35

25 M ART COLORTONE MINIATURES, X FULL FACE 3-2³/₈

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NO R. M YES

TITLE (IN FULL) (ON FRONT)

IMPRINT NONE

TITLE-PATIO HOUSE OF HOSPITALITY,
AMERICA'S EXPOSITION, SAN DIEGO,
CALIFORNIA

COLOR DESCRIPTION

SEE TISSUE ATTACHED

SUBMIT: RET. PHOTO
PHOTO PROPERTY OF C. T. & Co.—

B. L. & W. PROOF
CUSTOMER

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

DEADLINE

WESTERN PUBLISHING & NOVELTY CO.,
LOS ANGELES, CALIF.

NO. 5A-H1174

ORDER NO. 54345

DATE 6-18-35

25 M ART COLORTONE MINIATURES FULL FACE

(ALL OF THIS ON THE FRONT SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER, OR REVER

TITLE (IN FULL) (ON FRONT)

(ALL OF THIS ON THE REVERSE SIDE)

FRONT NO. NO P M YES

IMPRINT NONE

TITLE-GREAT OUTDOOR ORGAN,
AMERICA'S EXPOSITION, SAN DIEGO,
CALIFORNIA,

COLOR DESCRIPTION

SEE TISSUE ATTACHED

SUBMIT: RET. PHOTO B. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & CO. CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

DEADLINE

WESTERN PUBLISHING & NOVELTY CO.,
LOS ANGELES, CALIFORNIA

NO. 5A-H1175

ORDER NO. 54345

DATE 6-17-35

25 M ART COLORTONE MINATURES, FULL FACE 3 X 2 $\frac{3}{8}$

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NO R. M YES

TITLE (IN FULL) (ON FRONT)

IMPRINT *title* NONE

PALACE OF BETTER HOUSING AND
HOUSE OF HOSPITALITY FROM
LAGOON, AMERICA'S EXPOSITION,
SAN DIEGO, CALIFORNIA

COLOR DESCRIPTION

SEE TIS UE ATTACHED

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & CO.— CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

DEADLINE

WESTERN PUBLISHING & NOVELTY CO.,
LOS ANGELES, CALIF.

NO. 5A-H1176

ORDER NO. 54345

DATE 6-18-35

25 M ART COLORTONIE MINIATURES, FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) (ON FRONT)

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NO R. M YES

IMPRINT NONE

FEDERAL BUILDING, AMERICA'S
EXPOSITION, SAN DIEGO, CALIFORNIA

COLOR DESCRIPTION

SEE TISSUE ATTACHED

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & CO.— CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

DEADLINE

①
Carl

WESTERN PUBLISHING & NOVELTY CO.,
LOS ANGELES, CALIF.

NO. 5A-H1177

ORDER NO. 54345

DATE 6-17-55

25 M ART COLORTONE MINATURES.

FULL FACE 3 X 2 ³/₈

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NO R. M YES

TITLE (IN FULL) (ON FRONT)

IMPRINT NONE

Title:
CAFE OF THE WORLD AND HOUSE OF
HOSPITALITY FROM PLAZA DEL MAR
PACIFICO, AMERICA'S EXPOSITION,
SAN DIEGO, CALIFORNIA

COLOR DESCRIPTION

Use photo SAH 1135
~~SEE TISSUE ATTACHED~~

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

DEADLINE

THOMAS R. WEST,
MIAMI, FLA.

NO. 5A-H1178

ORDER NO. 54344

DATE 6-18-1935

12½ M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL)
A WINTER BATHING SCENE, HOLLYWOOD,
FLORIDA
BOT-SMALL TYPE-~~PHOTO~~ BY G.W.
ROMER

PRIVATE NO. BEFORE TITLE-1111

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT THOMAS R. WEST
MIAMI, FLA.

COLOR DESCRIPTION

TAKE OUT BOARD SHELTER RIGHT FOREGROUND. BEACH SAND IS NOT WHITE,
SLIGHT CORAL SHADE. TAKE OUT TELEPHONE POLE TOPS. THATCHED
SHELTERS HAVE LITTLE COLOR, BEING DEAD PALM LEAVES-GREYISH BROWN.
BRING OUT BRIGHT COLORED UMBRELLAS AND GOOD SKY EFFECT.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

DEADLINE

THOMAS R. WEST,
MIAMI, FLA.

NO5A-H1179FC-115

ORDER NO. 54344

DATE 6/17/55

12,500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)
PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

(ALL OF THIS ON THE ADDRESS SIDE)
FRONT NO. 1 R. M. ~~NO~~ YES

TITLE (IN FULL)

IMPRINT

TOP-LARGE OCEAN LINER DOCKED AT
PORT EVERGLADES
BOT-BETWEEN FORT LAUDERDALE AND
HOLLYWOOD, FLA.
SMALL TYPE- PHOTO BY BURWELL
PRIVATE NO. BEFORE TITLE-FL-115

SAME AS ABOVE

COLOR DESCRIPTION

STREAMER IS GREY IN COLOR. PUT COLOR INTO FLAGS & BRING OUT
NAME COLUMBIA ON BOW OF SHIP. MAKE NICE SKY AND WATER

SUBMIT: RET. PHOTO B. L. & W. PROOF ☒ HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & CO. CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET 100

DEADLINE

John

*20 1/2
All*

6

STANLEY A. PILTZ CO.,
SAN FRANCISCO, CALIF.

NO. 5A-H1180

ORDER NO. 54364

DATE 6-18-35

12 1/2 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)
PLACE OF TITLE: UPPER ^{LEFT} LOWER, CENTER - BORDER.
TITLE (IN FULL)
CHINESE CHILDREN, CHINATOWN, SAN
FRANCISCO, CALIF.
PRIVATE NO. AT EXTREME RIGHT IN
UPPER BORDER--67

(ALL OF THIS ON THE ADDRESS SIDE)
FRONT NO. 15 R. M. YES
IMPRINT STANLEY A. PILTZ COMPANY,
SAN FRANCISCO, CALIF.

COLOR DESCRIPTION

SEE TISSUE ATTACHED TO PHOTOGRAPH

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO. 12/27/37
PHOTO PROPERTY OF C. T. & CO.— CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

DEADLINE

16

A.
STANLEY PILTZ CO.,
SAN FRANCISCO, CALIF.

NO. 5A-H1181-~~450~~
ORDER NO. 54364

DATE 6-17-35

12,500 M ART COLOR TONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

CHINESE FORTUNE TELLER, CHINATOWN,
SAN FRANCISCO, CALIF.

PRIVATE NO. AT EXTREME RIGHT IN
UPPER BORDER--66

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 6 R. M YES

IMPRINT

STANLEY A PILTZ COMPANY,
SAN FRANCISCO, CALIF.

COLOR DESCRIPTION

SEE TISSUE ATTACHED TO PHOTOGRAPH

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO. 12/27/37

PHOTO PROPERTY OF C. T. & Co.—

CUSTOMER

X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE: 1-2

DEADLINE

WESTERN PUBLISHING & NOVELTY CO.,
LOS ANGELES, CALIF.

NO. 5A-HI/82-15

ORDER NO. 543353

DATE 5-17-35

25 M ART COLOR TO NE POST CARD, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE, UPPER, LOWER, CENTER - BORDER.

FRONT NO.

R. M.

TITLE (IN FULL)

IMPRINT

SAME AS ABOVE

THE PLANETARIUM, GRIFFITH PARK,
LOS ANGELES, CALIFORNIA

PRIVATE NO BEFORE TITLE--194

COLOR DESCRIPTION

SEE TISSUE ATTACHED TO PHOTOGRAPH

SUBMIT: RET. PHOTO
PHOTO PROPERTY OF C. T. & CO.—

B. L. & W. PROOF
CUSTOMER

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

DEADLINE

210 1/2
19 1/2

FRED HARVEY,
KANSAS CITY, MO.

NO. 5A-11183 ✓

ORDER NO. 54367

DATE 6-21-1935

6 M ART COLORTONE POST CARD, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) KAIBAB SUSPENSION
BRIDGE OVER COLORADO RIVER, GRAND
CANYON NATIONAL PARK, ARIZONA

PRIVATE NO. BEFORE TITLE- H-3956

(ALL OF THIS ON THE ADDRESS SIDE)
FRONT NO. SPECIAL. M. YES

IMPRINT TRADEMARK

PUT PLATE NO. ON FRONT AT BOTTOM

COLOR DESCRIPTION

COLOR AS PER CARD ATTACHED.

2
1 get Card

Photo in 1CH1610

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & CO. — CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

DEADLINE

8

HE 1 1/2
49 1/2

FRED HARVEY,
KANSAS CITY, MO.

NO. 5A-H1184 ✓

ORDER NO. 54367

DATE 6-21-1935

6 M ART COLORTONE POST CARD, WHITE BORDER
(ALL OF THIS ON THE PICTURE SIDE) (ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

NATIVE DEER NEAR EL
TOVAR HOTEL, GRAND CANYON
NATIONAL PARK, ARIZONA
PRIVATE NO. BEFORE TITLE- H-3986

FRONT NO. SPECIAL R. M. YES
IMPRINT TRADEMARK.

PUT PLATE NO. ON FRONT AT
BOTTOM

COLOR DESCRIPTION

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & Co. CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

1935 SET UP

DEADLINE

412³/₄

FRED HARVEY,
KANSAS CITY, MO.

NO. 5A-H/185 ✓

ORDER NO. 54367

DATE 6-21-1935

6M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) A HOPI POTTERY MAKER,

GRAND CANYON NATIONAL PARK,
ARIZONA

PRIVATE NO. BEF-RE TITLE- H-4221

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. SPECIAL R. M. YES

IMPRINT TRADEMARK

PUT PLATE NO. ON FRONT AT BOTTOM

COLOR DESCRIPTION

COLORS AS PER HAND COLORED PHOTO ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

DEADLINE

4

202
A17

FRED HARVEY,
KANSAS CITY, MO.

NO. 5A-H1186 ✓

ORDER NO. 54367

DATE 6-21-1935

6 M ART COLORTONE POST CARDS, WHITE BORDERS

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. SPECIAL R. M. YES

TITLE (IN FULL) LOOKING NORTH FROM THE

IMPRINT TRADEMARK

WATCHTOWER AT DESERT VIEW, GRAND
CANYON NATIONAL PARK, ARIZONA

PUT PLATE NO. ON FRONT AT BOTTOM

PRIVATE NO. BEFORE TITLE- H-4222

COLOR DESCRIPTION

COLORS AS COLORED PHOTO ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.—

CUSTOMER

X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SEE JP

DEADLINE

8

FRED HARVEY,
KANSAS CITY, MO.

NO. 5A-H1187

ORDER NO. 54367

DATE 6-21-1935

6 MART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) SNAKE ALTAR IN THE
WATCHTOWER, DESERT VIEW, GRAND
CANYON NATIONAL PARK, ARIZONA

PRIVATE NO. BEFORE TITLE- H-4223

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. SPECIAL R. M. YES

IMPRINT
TRADEMARK

PUT PLATE NO. ON FRONT AT BOTTOM

COLOR DESCRIPTION

COLORS AS COLORED COPY ATTACHED. CUT OFF ABOUT AS MARKED &
LEAVE TRIFLE LARGER MARGIN ON LEFT & RIGHT CORNER.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & Co. - CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET

DEADLINE

A 13 1/2

FRED HARVEY,
KANSAS CITY, MO.

NO. 5A-HI 188

ORDER NO. 54367

DATE 6-21-1935

6 M ART COLOR ONE POST CARDS, WHITE BORDER.

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) HOPI PAINTINGS IN THE
WATCHTOWER AT DESERT VIEW, GRAND
CANYON NATIONAL PARK, ARIZONA

PRIVATE NO. BEFORE TITLE - H-4224

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. SPECIAL R. M.

YES

IMPRINT TRADEMARK

PUT PLATE NO. ON FRONT AT
BOTTOM

COLOR DESCRIPTION

COLORS AS COLORED COPY ATTACHED.

Photo.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

DEADLINE

7

FRED HARVEY,
KANSAS CITY, MO.

NO. 5A-HI 189 ✓

ORDER NO. 54367

DATE 6-21-1935

6 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

THE FIRST RIDING

LESSON, ARIZONA

PRIVATE NO. BEFORE TITLE- H-2075

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. SPECIAL R. M. YES No

IMPRINT

TRADEMARK COPYRIGHT BY

FRED HARVEY

PUT PLATE NO. ON FRONT AT
BOTTOM

COLOR DESCRIPTION

COLOR AS PER EXX CARD ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

DEADLINE

A11 1/2

represent 2

FRED HARVEY,
KANSAS CITY, MO.

NO. 5A-H1190
ORDER NO. 54367
DATE 6-21-1935

6 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER LOWER CENTER - BORDER.

TITLE (IN FULL) PUEBLO WOMEN BAKING

BREAD

PRIVATE NO. BEFORE TITLE- H-2762

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. SPECIAL R. M. YES

IMPRINT TRADEMARK. COPYRIGHT BY
FRED HARVEY

Plate no on front at bottom

COLOR DESCRIPTION

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO. YES
PHOTO PROPERTY OF C. T. & Co.— CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET SP

DEADLINE

FRED HARVEY,
KANSAS CITY, MO.

NO. 5A-H1191 ✓

ORDER NO. 54367

DATE 6-21-1935

5 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. SPECIAL R. M. YES

TITLE (IN FULL)

PUEBLO INDIAN

IMPRINT TRADEMARK. COPYRIGHT BY
FRED HARVEY

DRILLING TURQUOISE

PUT PLATE NO. ON FRONT, AT
BOTTOM

PRIVATE NO. BEFORE TITLE - H-13989

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

YES

PHOTO PROPERTY OF C. T. & CO. —

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

DEADLINE

A 10 1/2

reprint

FRED HARVEY,
KANSAS CITY, MO.

NO. 5A-11192 ✓

ORDER NO. 54367

DATE 6-21-1935

6M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

FRONT NO.

R. M.

TITLE (IN FULL)

JICARILLA APACHE CHIEF,
ARIZONA

IMPRINT

SPECIAL YES
TRADEMARK COPYRIGHT BY
FRED HARVEY

PRIVATE NO. BEFORE TITLE- M-2070

PUT PLATE NO. ON FRONT AT
BOTTOM

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET 50

DEADLINE

NO. ~~XXXXXX~~
5A-H1193 ✓

ORDER NO. 54367

DATE 6-21-1935

FRED HARVEY,
KANSAS CITY, MO.

6 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. R. M.

SPECIAL YES

IMPRINT

TITLE (IN FULL)

A HOPI BOY, ARIZONA

TRADEMARK
COPYRIGHT BY FRED HARVEY
PUT PLATE NO. ON FRONT AT BOTTOM

PRIVATE NO. BEFORE TITLE - H-2269

COLOR DESCRIPTION

SUBMIT: RET. PHOTO
PHOTO PROPERTY OF C. T. & Co. -

B. L. & W. PROOF
CUSTOMER

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

DEADLINE

FRED HARVEY,
KANSAS CITY, MO.

NO. 5A-H1194 ✓

ORDER NO. 54367

DATE 5-21-1935

6 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER

TITLE (IN FULL) MOKI INDIAN MAKING
POTTERY

PRIVATE NO. BEFORE TITLE - H-5511

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. SPECIAL R. M. YES

IMPRINT TRADEMARK

PUT PLATE NO. ON FRONT AT
BOTTOM

COLOR DESCRIPTION

SUBMIT: RET. PHOTO
PHOTO PROPERTY OF C. T. & CO.

B. L. & W. PROOF
CUSTOMER X

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

DEADLINE

A12

FRED HARVEY,
KANSAS CITY, MO.

NO. 52-H1195 ✓

ORDER NO. 54367

DATE 6-21-1935

6 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. SPECIAL R. M. ~~YES~~ No

TITLE (IN FULL) THE RED PEPPER LADY

IMPRINT TRADEMARK

PRIVATE NO. BEFORE TITLE- H-11282

PUT PLATE NO. ON FRONT AT
BOTTOM

COLOR DESCRIPTION

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & CO.— CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE 501 AP

DEADLINE

7

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

DIAL NO. 5A-H1196 ORDER NO. 54374 DATE 6-21-1935

CUSTOMER OKLAHOMA NEWS CO.,
TULSA, OKLA.

DEPT.
RETOUCHING
ENGRAVING
PHOTO LITHO
COMPOSING
LITHO ART

DATE COMPLETED

Photos for
this Customer

12 M 500 PC GROUP (2) 3 1-2 X 5 1-2

STYLE ART COLOR TONE, WHITE BORDER

PLACE OF TITLE: Upper Lower, Center Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full ~~GOLDEN GOOSE SYSTEM (ETC.~~

AS PER COPY)

INTERIOR OF THE SOUTHWEST'S FINEST TRAVEL CENTER.
NEW UNION BUS TERMINAL

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from — Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted
See Salesman, Customer, or Sample for Position, Office

DELIVER Straighten Photo

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.

Screen
120
133
150
175

COLOR DESCRIPTION

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES

DUPLICATES ZINC COLOR PLATES

LINE & HALFTONE COMB COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
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ZINC ETCHINGS FROM COPIES

DUPLICATES COLOR PLATES

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
--------------------	--------------------	------------------	-----------------	---------------------	------------------	---------

SIZE WIDE HIGH, SAME SIZE

BLOCKING DEPT. WOOD - MORTISE - ANCHOR
SOLID METAL FLUSH TOP FLUSH BOTTOM
FLUSH SIDES FLUSH ALL AROUND
UNMOUNTED WITH BRACKETS
CUT TO PICAS (see size)

ETCHING DEPT. PAINT IN BACKGROUND SOLID

FINISHING DEPT. OUTLINE - OVAL - CIRCLE
SQUARE - LIKE COPY VIGNETTE HIGHLIGHT
WITH LINE - WITHOUT LINE SPECIAL BORDER

PROOFS

FLAT GOOD IN COLORS SPECIAL STOCK

ELECTROTYPES EACH OF
ON WOOD METAL

PHOTO RETURNED

TO

PHOTO USED FOR

7

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

DIAL NO. 5A-H1197 ORDER NO. 54392 DATE 6-21-1935

CUSTOMER

THE TOP,
CLEVELAND, OHIO

12 M 500 PC GROUP (2) 3 1-2 X 5 1-2

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full

"THE TOP" (ETC. AS PER
COPY)

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

SEE LAYOUT & INSTRUCTIONS ATTACHED.

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

DEPT.
RETOUCHING
ENGRAVING
PHOTO LITHO
COMPOSING
LITHO ART

DATE COMPLETED

Photos for
this Customer

STYLE PHOTO COLORIT.

FRONT NO. 5

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each — Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER Straighten Photo

Negative — Line — Halftone — Combination. 120

Dry - Wet — Panchromatic — Color Separation 133

Transfer — Paper Process — New Process. 150

Stripping White Border — Full Face. 175

Blue Print Handcolor Black & White Proof. Titles — Red, Blue.

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES

DUPLICATES ZINC COLOR PLATES

LINE & HALFTONE COMB COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
--------------------	--------------------	------------------	-----------------	---------------------	------------------	---------

ZINC ETCHINGS FROM COPIES

DUPLICATES COLOR PLATES

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
--------------------	--------------------	------------------	-----------------	---------------------	------------------	---------

SIZE WIDE HIGH, SAME SIZE

BLOCKING DEPT WOOD MORTISE - ANCHOR

SOLID METAL FLUSH TOP FLUSH BOTTOM

FLUSH SIDES FLUSH ALL AROUND

UNMOUNTED WITH BRACKETS

CUT TO PICAS (see size)

PROOFS

FLAT GOOD INCOLORS SPECIAL STOCK

ELECTROTYPES EACH OF
ON WOOD METAL

SIZE WIDE HIGH, SAME SIZE

SCREEN 55 - 60 - 85 - 100 - 110 - 120 - 133 - 150.

ETCHING DEPT PAINT IN BACKGROUND SOLID

FINISHING DEPT OUTLINE OVAL CIRCLE

SQUARE - LIKE COPY VIGNETTE HIGHLIGHT

WITH LINE - WITHOUT LINE - SPECIAL BORDER

PHOTO RETURNED

TO

PHOTO USED FOR

Out. K...
14.00

WOODCOCK MFG. CO.,
HOT SPRINGS, ARK.

NO. 5A-H1198 ✓

ORDER NO. 54388

DATE 6-24-55

M 12,500 ART COLORTONE, POST CARDS, WHITE BORDER ✓

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. NO

TITLE (IN FULL)

IMPRINT

Yellow sketch

WOODCOCK MFG. CO., HOT SPRINGS
NATIONAL PARK, ARK.

COLOR DESCRIPTION

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & Co. — ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

DEADLINE

Hand

replied

*HC 1 3/4
A 9 3/4*

THOMAS R. WEST,
MIAMI, FLA.

NO. 5A-H1199 ✓

ORDER NO. 54390

6-21-1935

DATE

25M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

R. M.

NO

TITLE (IN FULL)

BEACH AND CABANAS AT

IMPRINT

SAME AS ABOVE

RONCY PLAZA HOTEL, MIAMI BEACH, FLA.

SMALL TYPE - PHOTO: BERRY-HILTON CO.

PRIVATE NO. BEFORE TITLE - M-118

COLOR DESCRIPTION

CABANAS LIGHT SHADE OF GREEN, POLES IN FRONT OF THEM ARE STRIPED, RED
BLUE, ORANGE GREEN & WHITE. BRIGHT COLORS IN UMBRELLAS. HOTEL LT.
BROWN, TRIM AROUND CORNICE CREAM, ALSO COLUMN EFFECT TRIM BETWEEN
WINDOWS OF TWO TOP STORIES IS CREAM. ROOF VARIGATED TILE. BLDG.
ON RIGHT CREAM. WINDMILL IS BLUE & WHITE.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. —

CUSTOMER

X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET IN

DEADLINE

5

23

21 1/2
A9

BARKALOW BROS. CO.,
OMAHA, NEB.

2 1/2

NO. 5A-H1200 ✓

ORDER NO. 54454

DATE 6-21-1935

25M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M.

YES

TITLE (IN FULL) ~~SS~~ UNION PACIFIC

IMPRINT

~~TRADE MARK~~
Trademark

STREAMLINE TRAIN

COLOR DESCRIPTION

MAKE TRAIN AS LARGE AS POSSIBLE, ABOUT AS MARKED. COLORS
AS PER LARGE PICTURE ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. —

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET BY

12

28E 1 1/2
A 9 3/4

2 1/2

ASHEVILLE POST CARD CO.,
ASHEVILLE, N. C.

NO. 5A-HI201

ORDER NO. 54452

DATE 6-21-1935

25M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

ENTRANCE TO CHIMNEY
ROCK MOUNTAIN, WESTERN NORTH
CAROLINA

PRIVATE NO. BEFORE TITLE- 776

TITLES IN SKY- CHIMNEY ROCK
HICKORY NUT FALLS

Chimney Rock 925.4

COLOR DESCRIPTION

FINISH TOP OF MT. TO SHOW SKY AS ON CARD ATTACHED. ENTRANCE NATURAL
ROCK STONE. PINK & RED FLOWER VINES ON TOP OF ROCK. PILLARS HANGING
DOWN FROM TOP ABOUT 1 FT. ROOF OVER ROCK TO RIGHT OF ENTRANCE RED.
AWNINGS ORANGE, GREEN & WHITE STRIPED. ALSO UMBRELLAS. GREEN EVER
GREEN SHRUBS ALONG ROCK WALL WITH RED & BLUE FLOWERS BETWEEN. SHOW
SPRAY GOOD IN FOUNTAIN. FTN. ROCK BASIN. SHOW SPRAYS & WATER IN BASIN
AROUND BASIN GREEN HEDGE & PINK FLOWERS. SHOW FLAG ON CHIMNEY ROCK.
OUT WIRES. WRITE NAMES CHIMNEY ROCK & HICKORY NUT FALLS.

IN ONLY YES. FROWN ON SAMPLES
PHOTO PROPERTY OF C. T. & CO. CUSTOMER

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2

R. M. ~~NO~~ YES

IMPRINT SAME AS ABOVE

68X11288

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET OP

DEADLINE

20K₂
A10

THOMAS R. WEST,
MIAMI, FLA.

NO. 5A-H1202

ORDER NO. 54451
DATE 6-21-1935

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) BEAUTIFUL ROYAL

POINCIANA TREE IN BLOOM ON
GROUNDS OF CORAL GABLES COUNTRY
CLUB

PRIVATE NO. BEFORE TITLE- M-119

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

LARGE BUSH BEHIND COCONUT IS AN OLEANDER WITH WHITE BLOSSOMS.
POINCIANA TREE IS IN FULL BLOOM AND THE PODS HANGING DOWN ARE DARK
GREEN & BROWN. DO NOT MAKE POINCIANA BLOOMS A SOLID MASS OF RED.
ALLOW SOME PORTION OF SMALL GREEN LEAVES TO SHOW. BLDG. IS LT. BROWN
STUCCO. BRING OUT COCONUTS. MAKE NICE CLOUDY SKY EFFECT.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & CO. CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

THIS IS A

8

HP 12
#9 3/4

THOMAS R. WEST,
MIAMI, FLA.

NO. 5A-H1203 ✓

ORDER NO. 54451

DATE 6-21-1935

25M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) DE SOTO PLAZA, CORAL
GABLES, FLA. SHOWING BEAUTIFUL
ROYAL POINCIANA IN BLOOM.
PRIVATE NO. BEFORE TITLE - M-120

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

TAKE OUT WIRES. FOR POINCIANA TREE SEE 4A-H1237 ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. —

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

[TYPE SET OF]

8

28 1/2
18 3/4

2 1/2

ASHEVILLE POST CARD CO.,
ASHEVILLE, N. C.

NO. 5A-HI204 ✓
ORDER NO. 54425
DATE 6-21-1935

12M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

FRONT NO. 2 R. M. NO

TITLE (IN FULL)

IMPRINT

SHRINERS HOSPITAL FOR
CRIPPLED CHILDREN, GREENVILLE, S.C.

SAME AS ABOVE

PRIVATE NO. BEFORE TITLE- G-18

COLOR DESCRIPTION

RED BRICK BLDGS., SLATE ROOFS, ROSE HEDGE ALONG BLDG. TO RIGHT &
EXTREME LEFT. RED BRICK CHIMNEYS. PUT FLAG ON POLE.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & Co. — CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

(TYPE SP1 EN

ASHEVILLE POST CARD CO.,
ASHEVILLE, N.C.

NO. 5A-H1205

ORDER NO. 54425

6-21-1935

DATE

12 M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

FRONT NO.

2

R. M.

NO

TITLE (IN FULL)

GREENVILLE WOMEN'S
COLLEGE, GREENVILLE, S. C.

IMPRINT

SAME AS ABOVE

PRIVATE NO. BEFORE TITLE- G-19

COLOR DESCRIPTION

RED BRICK BLDGS., WHITE TRIM & PILLARS. FLOWER ROW IN FOREGROUND
ALONG LAWN PINK & RED. TAKE OUT WIRES. SOME RED ROSE HEDGES IN
CENTER GARDEN.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co. — X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TEICH & CO.

2601 1/2
48 3/4

2
8

NO. 5A-81206 ✓
ORDER NO. 54425
DATE 6-21-1935

ASHEVILLE POST CARD CO.,
ASHEVILLE, N. C.

12 M 500 ART COLORTONE POST CARD, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

(ALL OF THIS ON THE ADDRESS SIDE)
FRONT NO. 2 R. M. NO

TITLE (IN FULL) BEAUTIFUL RESIDENCES IN
ALTA VISTA, GREENVILLE, S. C.

IMPRINT SAME AS ABOVE.

PRIVATE NO. BEFORE TITLE- G-20

COLOR DESCRIPTION

1 BLDG. WHITE, VARIG. SLATE ROOF. AWNINGS WHITE & BLUE STRIPED.
WINDOW SHUTTERS GREEN. BASE RED BRICK. 2 MOTTLED RED BRICK BLDG., S
SLATE ROOF. WHITE TRIM. POST TO LEFT RED BRICK, CREAM TRIM. POT
WHITE WITH EVERGREEN SHRUBS.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & CO. CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

8

208 1/2
A83

ASHEVILLE POST CARD CO.,
ASHEVILLE, N. C.

NO. 52-H1207 ✓

ORDER NO. 54425

DATE 6-21-1935

12 M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER LOWER. CENTER - BORDER.

FRONT NO. 2 R. M. NO

TITLE (IN FULL) COUNTRY CLUB,
GREENVILLE, S. C.

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE- G-21

COLOR DESCRIPTION

BLDG. WHITE, RED BRICK BASE., SLATE ROOF. AWNINGS WHITE & GREEN
STRIPED. ROSES IN FLOWER POTS OF PORCH. CHAIRS CREAM. SAND HAZARD
TO RIGHT FOREGROUND. TAKE OUT CADDIE & GOLF BAG

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE 51P

200 1/2
A9

2 1/2

ASHEVILLE POST CARD CO.,
ASHEVILLE, N. C.

NO. 5A-H1208 ✓
ORDER NO. 54425
DATE 6-21-1935

12 M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)
PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

(ALL OF THIS ON THE ADDRESS SIDE)
FRONT NO. 2 R. M. NO

TITLE (IN FULL) ENTRANCE GATE TO
MONTREAT GROUNDS, MONTREAT, N. C.

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE - 773

in 1841886

COLOR DESCRIPTION

NATURAL ROCK GATE & HOUSE, SLATE ROOF. RHODODENDRON BUSHES IN FRONT
PUT IN SEVERAL PINK BLOSSOMS. SEE SAMPLES ATTACHED. TAKE OUT POLE
& WIRES. MAKE CLEAN PAVED ROAD. COPPER TABLET ON GATE. BRING OUT
NAME "MONTREAT" ON ROCKS OF GATE IN WHITE.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & CO. - X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

THE 300 00

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32

1011
19

ASHEVILLE POST CARD CO.,
ASHEVILLE, N. C.

NO. 5A-H1209 ✓
ORDER NO. 54425
DATE 6-21-1935

12 M500 POST CARDS C.T.ART COLOR TONE, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE <u>UPPER</u> , LOWER, CENTER - BORDER.		FRONT NO. 2	R. M. NO
TITLE (IN FULL) MAIN STREET, HENDERSONVILLE, N. C. "IN THE LAND OF THE SKY"		SAME AS ABOVE	
PRIVATE NO. BEFORE TITLE - 774			

COLOR DESCRIPTION
LEFT- 1 VARIG. TAN BRICK BLDG., STONE BASE. 2 RED BRICK, STONE BASE, BALANCE WHITE, RED TAN.
RIGHT- 1 LIGHT RED WHITE TRIM. 2 DARK RED, WHITE TRIM. TALL BLDG. IN BACK RED BRICK SIDE. FRONT IS VARIG. LIGHT & DARK TAN BRICK. TAKE OUT THE MANY SIGNS IN FOREGROUND, ALSO POLE & WIRES.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & CO. — X CUSTOMER
CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE 1011

2

t t

X

20 1/2
18 3/4

1 1/2
X

ASHEVILLE POST CARD CO.,
ASHEVILLE, N. C.

NO. 5A-H1210 ✓
ORDER NO. 54425
DATE 6-21-1935

12M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)
PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

(ALL OF THIS ON THE ADDRESS SIDE)
FRONT NO. 2 R. M. NO

TITLE (IN FULL) LAKE OSCEOLA,
HENDERSONVILLE, N. C. "IN THE
LAND OF THE SKY"

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE- 775

COLOR DESCRIPTION

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & CO. — X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET #41

6

2 1/2
X

~~19~~

202 1/2
19

ASHEVILLE POST CARD CO.,
ASHEVILLE, N. C.

NO. 5A-H1211 ✓

ORDER NO. 54425

DATE 5-21-1935

12M500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT No. 2 R. M. NO

TITLE (IN FULL) MAIN STREET BY NIGHT.

IMPRINT SAME AS ABOVE

BLACK MOUNTAIN, N. C. "IN THE LAND
OF THE SKY"

PRIVATE NO. BEFORE TITLE- 777

COLOR DESCRIPTION

MAKE PRETTY MOONLIGHT SCENE. CUT OFF AS MARKED. PUT IN MOON.
RIGHT RED BRICK, WHITE TRIM, VARIG. SLATE ROOF. BALANCE RED. LEFT-
I CREAM BRICK BLDG. SANDSTONE TRIM. OTHERS VARIG. RED. LAST BLDG.
CREAM BRICK.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & Co. — ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

DEADLINE

2

ASHEVILLE POST CARD CO.,
ASHEVILLE, N. C.

NO. 5A-H1212
ORDER NO. 54455
DATE 6-20-1935

25 M ART COLORTONE POST CARDS, WHITE BORDER	
<small>(ALL OF THIS ON THE PICTURE SIDE)</small>	
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.	
TITLE (IN FULL) GREETINGS FROM ASHEVILLE, N. C.	
© C.T. & Co. in lower border	
PRIVATE NO. UPPER RIGHT CORNER- 778	
COLOR DESCRIPTION	

<small>(ALL OF THIS ON THE ADDRESS SIDE)</small>	
FRONT NO. 2	R. M. YES
IMPRINT SAME AS ABOVE	

SEE LIST OF VIEWS ATTACHED. SUBMIT SKETCH.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & Co. — X CUSTOMER
CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

DEADLINE

Colours

lay out 8h

Ret. 8 1/2

1 — 1 1/2

8 — 6 1/2

CUSTOMER

PHOTO PROPERTY OF C. T. & CO.

NO

YES

RETURN PHOTO

DIAL No. 5A-H1213 ORDER NO. 54426 DATE 6-21-1935

CUSTOMER SOUTHMOOR HOTEL, CHICAGO, ILL.

25 M PC SIZE 3 1-2 2 5 1-2

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full

SMALL TYPE- COPYRIGHT CHICAGO AERIAL SURVEY CO.

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

MAKE SOUTHMOOR HOTEL BLDG. LARGER AND PUT ABOVE
IT IN LARGER TYPE THAN 5A-H398 ATTACHED:

HOTEL SOUTHMOOR

SHOW 67TH STREET & STONY ISLAND AVENUE. ALSO

SHOW VARIOUS ACTIVITIES IN JACKSON PARK AS MARKED
ON MAP ATTACHED. ALSO "LAKE MICHIGAN"

COLOR DESCRIPTION

DEPT. DATE COMPLETED

RETOUCHING
ENGRAVING
PHOTO LITHO
COMPOSING
LITHO ART

Photos for
this Customer

STYLE ART COLORTONE, WHITE

FRONT NO. 5
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 5x10 10x12
Prints each from Negatives MATTE or GLOSSY
Mount on CARD, CLOTH, with hinge or without hinge - Not mounted
See Salesman, Customer, or Sample for Position, Office
DELIVER Straighten Photo
Negative — Line — Halftone — Combination. 120
Dry — Wet — Pancromatic — Color Separation 133
Transfer — Paper Process New Process. 150
Stripping White Border Full face. 175
Blue Print Handcolor Black & White Proof. Titles Red, Blue.

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES

DUPLICATES ZINC COLOR PLATES

LINE & HALFTONE COMB COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
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ZINC ETCHINGS FROM COPIES

DUPLICATES COLOR PLATES

LINE & HALFTONE COMB COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
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PHOTO RETURNED

TO

PHOTO USED FOR

DEADLINE

6-3/4

10-2/4

CUSTOMER

PHOTO PROPERTY OF C. T. & CO.

NO

RETURN PHOTO

DIAL NO. 5A-H1214 ORDER NO. 54428 DATE 6-21-1935

CUSTOMER SONS OF ITALY, CLEVELAND, OHIO

12M 500 PC SIZE 3 1-2 X 5 1-2

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full SONS OF ITALY HOME AND AUDITORIUM, CLEVELAND, OHIO

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

SEE INSTRUCTIONS ATTACHED.

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

DEADLINE

DEPT.
RETOUCHING
ENGRAVING
PHOTO LITHO
COMPOSING
LITHO ART

DATE COMPLETED

Photos for
this Customer

STYLE PHOTO COLORIT, WHITE

(All of this on) BORDER Yes No

FRONT NO. 5
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12
Prints each from Negatives MATTE or GLOSSY
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted
See Salesman, Customer, or Sample for Position, Office
DELIVER Straighten Photo
Negative — Line — Halftone — Combination. 120
Dry — Wet — Pancromatic — Color Separation. 133
Transfer — Paper Process — New Process. 150
Stripping — White Border — Full Face. 175
Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES

DUPLICATES ZINC COLOR PLATES

LINE & HALFTONE COMB COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
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ZINC ETCHINGS FROM COPIES

DUPLICATES COLOR PLATES

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
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SIZE WIDE HIGH SAME SIZE

SCREEN 55 60 65 70 75 80 85 90 95 100 105 110 115 120 125 130 135 140 145 150

ETCHING DEPT PAINT IN BACKGROUND SOLID

FINISHING DEPT OUTLINE OVAL CIRCLE
SQUARE - LIKE COPY VIGNETTE HIGHLIGHT
WITH LINE - WITHOUT LINE SPECIAL BORDER

SIZE WIDE HIGH SAME SIZE

BLOCKING DEPT WOOD - MORTISE - ANCHOR
SOLID METAL FLUSH TOP FLUSH BOTTOM
FLUSH SIDES FLUSH ALL AROUND
UNMOUNTED WITH DRAWERS
CUT TO PICAS (see size)

PROOFS

FLAT - GOOD IN COLORS SPECIAL STOCK
ELECTROTYPES EACH OF
ON WOOD METAL

PHOTO RETURNED

TO

PHOTO USED FOR

Ant. W. 1935

7